

BUTANE-PROPANE

News

Headquarters for L.P. gas Information Since 1931

MAY 1955

TECHNOLOGY
How To Sell
More
LPG Appliances

STACK

FIFTY CENTS PER COPY

A collage of approximately 18 black and white portraits of men and women of various ages and ethnicities. In the lower left, a man in a dark suit and tie stands with his right hand on his hip and his left arm pointing towards the right. In the lower right, a train with several tank cars is visible, with the word "ANCHOR" prominently displayed on the side of one of the cars.

What **ANCHOR'S** Transportation Department Means to YOU . . .

They deliver your gas to you promptly, of course, operating and maintaining a huge fleet of tank cars for this purpose. But that isn't all. Anchor's Transportation Department goes to bat for you — actually saving you money by:

1. Negotiating for new freight rates, or intervening in proposed rates so that you get the best deal.
2. Providing specialists who will assist you on your insurance, legal, tax and auditing problems involving transportation.

Indirect savings accomplished through reducing your overhead costs:

1. Prepare and collect freight claims for overcharges, loss and damage; also insurance adjustments.
2. Prepare and handle all shipping documents including government export papers.
3. Audit all freight charges paid.

In addition, Anchor's Transportation Department furnishes valuable information, statistics, advice and instruction to customers. To provide this extensive service Anchor maintains probably the largest home-office transportation department of any leading independent petroleum company. When you contract with Anchor, you contract with the best. Call about a year-round LPG contract — Tulsa, 2-7261.

**ANCHOR
PETROLEUM CO. TULSA**

SALES OFFICES: Des Moines, Shreveport, Toledo, Houston, Los Angeles, Okla. City, Midland, Texas, San Francisco, Fresno, Seattle, Salt Lake City, E. Patterson, N. J., Hattiesburg, Miss., Macon, Ga., St. Paul, Minn.



Specially prepared two-coat bottom head protection for extra corrosion resistance.



Two-piece construction for greater strength—less seam area.



Curled foot ring hugs cylinder to form smooth, crack-free joint.



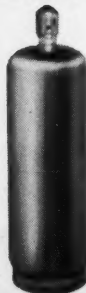
Automatic welds X-ray controlled for soundness and uniformity.

How to get the most in cylinder value

Hackney
MILWAUKEE



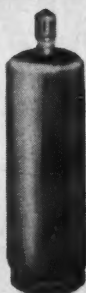
Easy on the eyes—thanks to smooth surfaces, streamlined shape.



Light tare weight saves on your shipping and handling costs.

1487 S
227 H
208 S
18 W.

LP-G



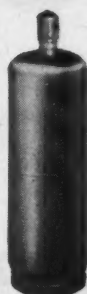
High-strength steel saves dead weight—resists handling bumps.



Extra sturdy foot ring—welded all the way around. Ventilated.



Each cylinder thoroughly cleaned and dried to save you trouble.



Depth-controlled stamping assures neat, easy-to-read markings.

... BUY HACKNEY!

Famous Hackney LP-Gas Cylinders are built to stay in service for twenty years *and more*. Look at your cylinder investment that way—and the popular RC-100A Hackney Cylinder costs you *less than 1/4¢ per day!*

Send for your copy of our useful booklet, "See the Whole Picture—and Save!" It answers 40 questions you'll want to ask when buying new LP-gas cylinders.

Pressed Steel Tank Company

Manufacturer of Hackney Products

1487 S. 66th St., Milwaukee 14 • 52 Vanderbilt Avenue, Room 2016, New York 17
227 Hanna Bldg., Cleveland 15 • 936 W. Peachtree St., N.W., Room 112, Atlanta 3
208 S. LaSalle St., Room 790, Chicago 4 • 552 Roosevelt Bldg., Los Angeles 17
18 W. 43rd St., Room 13, Kansas City 11, Mo. • 138 Wallace Ave., Downingtown, Pa.

Downingtown Iron Works, Inc., Division • Downingtown, Pennsylvania

LP-GAS CONTAINERS FROM ONE POUND TO 30,000 GALLONS



MAY 1955

BUTANE-PROPANE

BPN

News

VOLUME 17 • NUMBER 5

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Range Top Burner Ignition

MICRO-LITE

— a tiny pilot at each burner

- Instant, positive ignition
- Range top stays cool
- Thrifty, trouble-free operation



Here's a wonderful new gas range feature that lends itself to effective demonstration for plus sales! The MICRO-LITE provides at each burner a tiny pilot flame smaller than the head of a paper match . . . a stable flame on the point of a small hollow needle. The instant gas starts to flow from the Center Simmer section ports, it is ignited by the MICRO-LITE pilot. There's no lag! Besides providing faster ignition, MICRO-LITE requires no more gas — and often less — than ordinary flash-tube types!

HARPER-WYMAN COMPANY

DEPT. H55-B • 8562 VINCENNES AVENUE • CHICAGO 20, ILLINOIS

ORIGINATORS OF CENTER SIMMER BURNERS

SEE THE "Perfect Balance" ON THE FLOOR AT THE C

For value . . . the Nor-Tex Payloader "Package Unit" can't be beat! Its low delivery price includes features not found in any other combination. It's plumbed, perfectly balanced and comes complete with Recessed Fuel Tank and Viking KK 200 Pump with Mechanical Seal plus 50' Filler Hose, ICC Lights and Power Take-off with Spline Jack Shaft. The finish is Aluminum Paint over Red Oxide. Immediate delivery on completely equipped units — ready to go — 1250 WG to 1800 WG. Your choice of new Reo, Ford, Chevrolet, International or GMC trucks.

Booths 36 and 37
Conrad Hilton Hotel
LPGA
National Convention
May 1-2-3-4

Every Unit Priced Completely Equipped and Ready to Go . . . Excise Tax Paid.

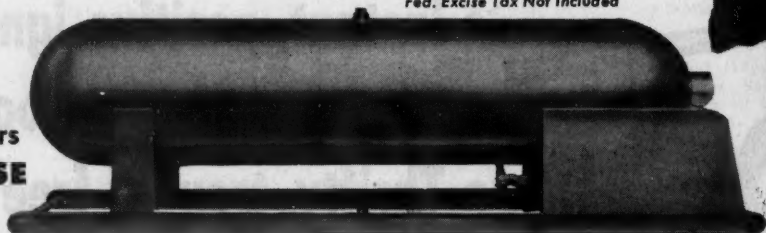
Pipe It Yourself and Save the Difference

Here's important news for truck tank buyers! We ship these popular Nor-Tex Units everywhere! Recessed fuel tank included. Buy your fittings and cut and thread your own pipe . . . or buy the low cost Nor-Tex "Pipe-It-Yourself" package. This package has everything you will need, including a can of John Crane's lead seal. Nothing more to buy.

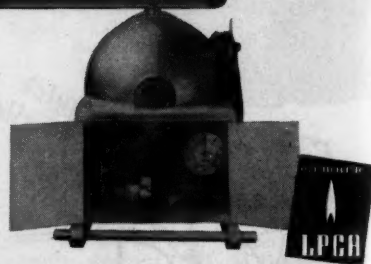
Immediate Shipment Anywhere or Mounted on Your Chassis

\$1,078⁵⁰
F.O.B.
Denton
Fed. Excise Tax Not Included

Make It Easy
and Convenient
for Your Customers
**TO BUY AND USE
LP-GAS**



Nor-Tex "PONIES" (strategically placed for best distribution) can substantially boost year 'round sales and quotes. Operate them yourself or arrange with highway service stations to dispense LP-Gas for you. Nor-Tex portable "PONIES" can be easily placed on farms, ranches, in truck and bus terminals and "on-the-job" for contractors and utility companies. Nor-Tex "PONIES" are the result of many years experience and painstaking efforts by men in the bulk plant phase of the industry, thoroughly familiar with the actual filling of fuel tanks, bottles, etc. Each "PONY" is carefully tested for the efficient, safe, trouble-free dispensing of LP-Gas. Note the large cabinet with its convenient arrangement of fittings and ample meter room. Nor-Tex "PONIES" meet all requirements — U-69 — W250 Codes. Sizes: 500, 700, 1000, 2000, 3000 and 4000 WG. Can be equipped with your choice of popular pumps, meters and accessories.



WRITE, WIRE
OR PHONE
FOR PRICES



National Sales Agents for

Balance
Your
Load
the
Nor-Tex Way

+

Finance the
Balance

Manufacturers of Fine LPG Equipment

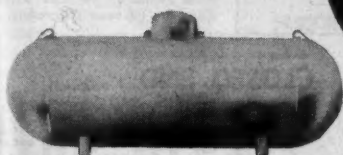
WHATEVER YOUR NEEDS — Trucks, LPG Truck Tanks, LPG Tractor and Motor Fuel Tanks, Portable LPG Filling Stations and Trailer Tanks, LPG Storage and Domestic Tanks . . . we can supply a factory tailored Nor-Tex unit, designed and built by men with years of LP-Gas Bulk Plant experience. Anhydrous Ammonia Tanks are also available to help LP-Gas dealers secure additional profits by serving this new, rapidly expanding industry. Phone or write us. Interested attention, experienced assistance and helpful suggestions are always yours for the asking.

NORTH TEXAS

Nor-Tex PAYLOAD SPECIAL CHICAGO CONVENTION



WE ARE AUTHORIZED
TRUCK DISTRIBUTORS



POPULAR NOR-TEX STAR Domestic Tanks

Immediate delivery on one or truck load lots. Every custom designed Nor-Tex Star is fabricated to rigid specifications and double tested. They exceed national, state and local requirements. Each tank is smoothly finished and aluminum painted over red oxide. These are the safest, finest quality tanks you can buy.

250 WG	\$121.00
500 WG	190.00
1000 WG	327.05

NOTE: All Nor-Tex Star Domestic Tanks of 500 WG or more include a convenient liquid line outlet for wet line connection to tractor fuel tank.

MONEY BACK GUARANTEE

SAVE TIME
Spot Your Fuel
Where You Need It



Completely Safe 300 WG

Nor-Tex SCOUT

Save many hours by placing your fuel supply right where you need it. The well-baffled Nor-Tex Scout is completely safe and easy to "spot" with car, truck or tractor. Complete with recessed relief valve, 12½' delivery hose, ¾" OIC valve and hose coupling. Mounted on a heavy duty axle with standard Chevrolet hub and 15" wheels. Sturdy I-beam tongue.

\$250.00
LESS TIRES



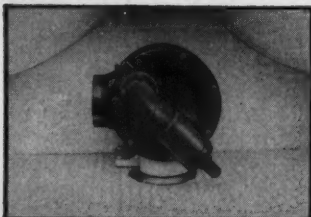
TANK CO.

P. O. BOX 1219
DENTON, TEXAS
CENTRAL 5416

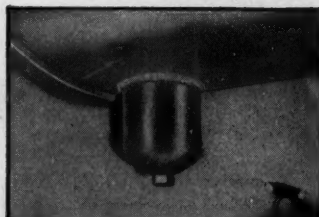
Check these exclusive MASTER Features

When the pump is mounted on the truck chassis, the twisting and careening of the truck is murder on pipe connections.

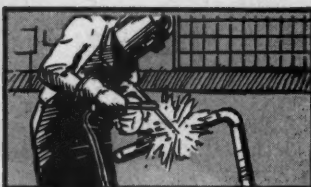
After years of experience, Master Engineers have designed a leak-proof truck tank with pump and pipe fittings, mounted as a single unit, on the rear of the tank.



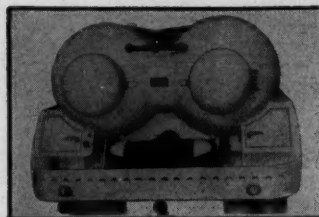
... with the exception of a pint, which remains in the sump. This sump catches all sediment and eliminates the need of a strainer the suction line, which slows the flow. The sump is drained periodically to remove the sediment. The tank outlet is at the rear, where there is a 2" line inside that takes suction from the sump at the front.



All pipe connections are welded, where it is feasible. This assures trouble-free service and a greater savings to you!

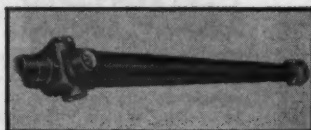


If you are in a section where there is not much ice and snow, an open type rear is recommended. The meter is enclosed and there is large tool box on the opposite side plus ample room for the hose center. If you do not use power hose reels, the rear compartment designed so you can wrap the filler hose outside and the vapor hose inside of the rack. Either hose can be used separately.

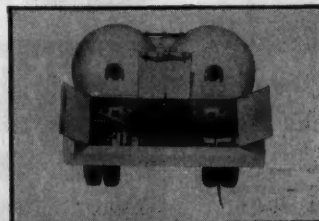


CLOSED END

The pump driving equipment consists of the best joints money can buy and tubular driving shafts — the same design which propels the truck. This will give you a lifetime of trouble-free service.



When operating in country where there is ice and snow, the enclosed type is recommended. There is ample room for meter and hose reels plus extra space for other uses. The rear compartment opens up with the doors entirely out of the way to give ample working space. One latch locks all three doors.



The Master engineers have designed a method of Spray Filling, another outstanding feature of The Time Saver. The refrigerating principle lowers the pressure and makes the tank easier to fill.

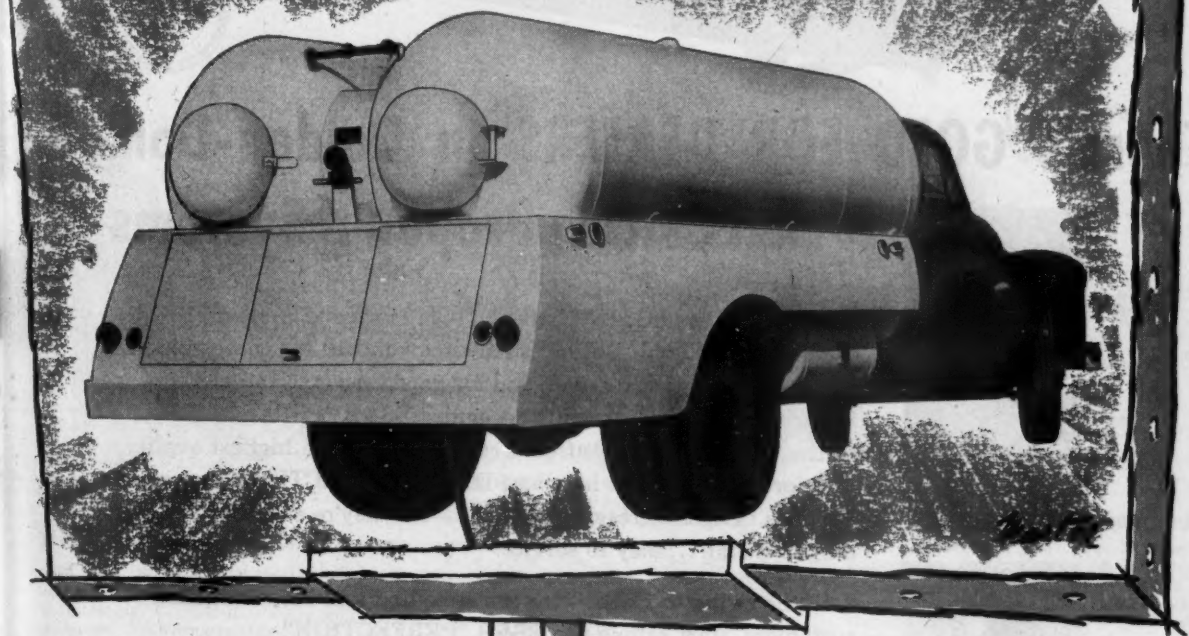
The body has been streamlined to beautify its appearance. It is finished with a hot enamel process for high luster and greater durability.

All Master tanks will outlast many trucks. When it comes time to change trucks, merely disconnect power takeoff and unscrew the mounting bolts. Entire unit is ready to be moved. There isn't a single pipe fitting to change. The elimination of a big plumbing job eliminates the cause of leaks and trouble.



The Time Saver comes completely installed on the truck of your choice. However, when desired, The Time Saver tank unit can be furnished for a "Do It Yourself" installation. There is no complicated plumbing job, the entire pumping unit is mounted on the rear of the tank. This eliminates the danger of leaks and trouble.

THE TIME SAVER!



the Greatest

Masterpiece

IN TANK CONSTRUCTION

We Provide
easy - convenient
financing

Our engineers have spent many years in the manufacture of truck tanks and we spent two years in developing *The Time Saver* before we put it on the market. We were determined to make the best truck tank that could be made at any price.

PRODUCTION MADE
PRODUCTION PRICED



P. O. Box 5146 • Dallas, Texas • PRospect 2441



There's GOLD FOR DEALERS In Golden-Domed PERFECTION Propane Systems



Home Systems



Farm Systems



Commercial Systems

The dome of the BS&B "PERFECTION" Propane System is now painted gold...all over America you will see those golden BS&B domes sprouting up — and for good reason. Customers in every field have learned to recognize BS&B "PERFECTION" as the system of trouble-free service, built to the highest quality standards. Dealers are handling BS&B "PERFECTION" Propane Systems in ever-increasing numbers — for they're easy to sell... easy to install...easy to service.

Join the swing to BS&B — for easier selling and better-satisfied customers, start selling the BS&B "PERFECTION" System, easily recognized by the Golden Dome. There's gold in it for you!



BS&B Unloading Rack:

Takes the awkwardness out of unloading—reduces fire danger to the minimum—makes walking safe and easy. Ladder or stairway goes on right or left side or front, as you order. Loading drop folds out of the way. Takes minimum space. Shipped knocked down, cut and marked for easy erection.



BLACK, SIVALLS & BRYSON, INC.

Propane Equipment Division, Dept. 6-AB5

7500 East 12th Street

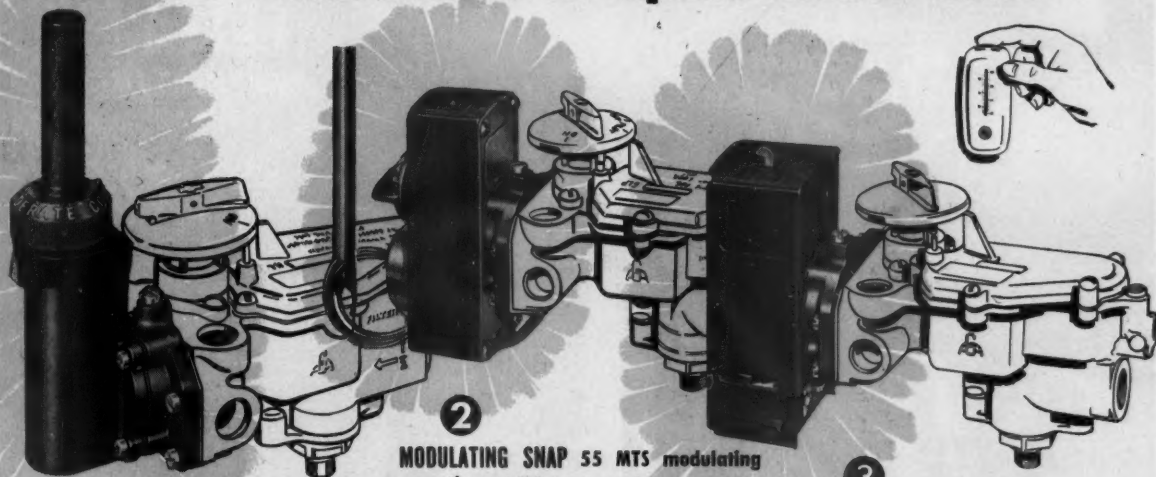
Kansas City 26, Missouri

ALL NEW



55 GASAPACK

**3 accessories give perfect comfort to
clinch more LP space heater sales**



1 MODULATING 55 MT modulating thermostat— A liquid-charged thermo-bulb modulates the flame between high and low fire, maintaining a constant comfortable temperature. No wiring required.

2 MODULATING SNAP 55 MTS modulating snap thermostat— operated by a sensitive thermo-bulb . . . modulates the fire from high to low. Quietly snaps off when the low fire is no longer required. Ignition is at a point close to "wide-open"—eliminates burn-back in venturi. Absolutely silent operation.

3 ELECTRIC WALL 55 ET electric thermostat— A wall-mounted low-voltage thermostat controls the flame. Can be set to operate from high fire to off, or from high fire to bypass flame if desired. Kit includes: electric operator wall thermostat, plug-in transformer, wire and staples.

Here are three profit-bonus reasons why it pays to stock and sell LP space heaters equipped with the all new 55 Gasapack. Customers can select the perfect automatic comfort combination to fit specific needs and budgets. All accessories attach with only four screws . . . in minutes . . . no need to break the line. One control, instead of many, cuts service costs, too!

And, in addition to greatest customer satisfaction there's a nice profit margin in it for you. Here are highlight features of the basic 55 Gasapack LP gas control:

- Four controls in one: Large pilot filter, 100% automatic pilot, main and pilot shutoffs
- No clicks, chattering, murmurs or hums
- 100% absolutely safe operation
- 100% safe lighting
- Instant by-pass or low-fire adjustment



For complete details on the 55 Gasapack for LP gas space heaters write:



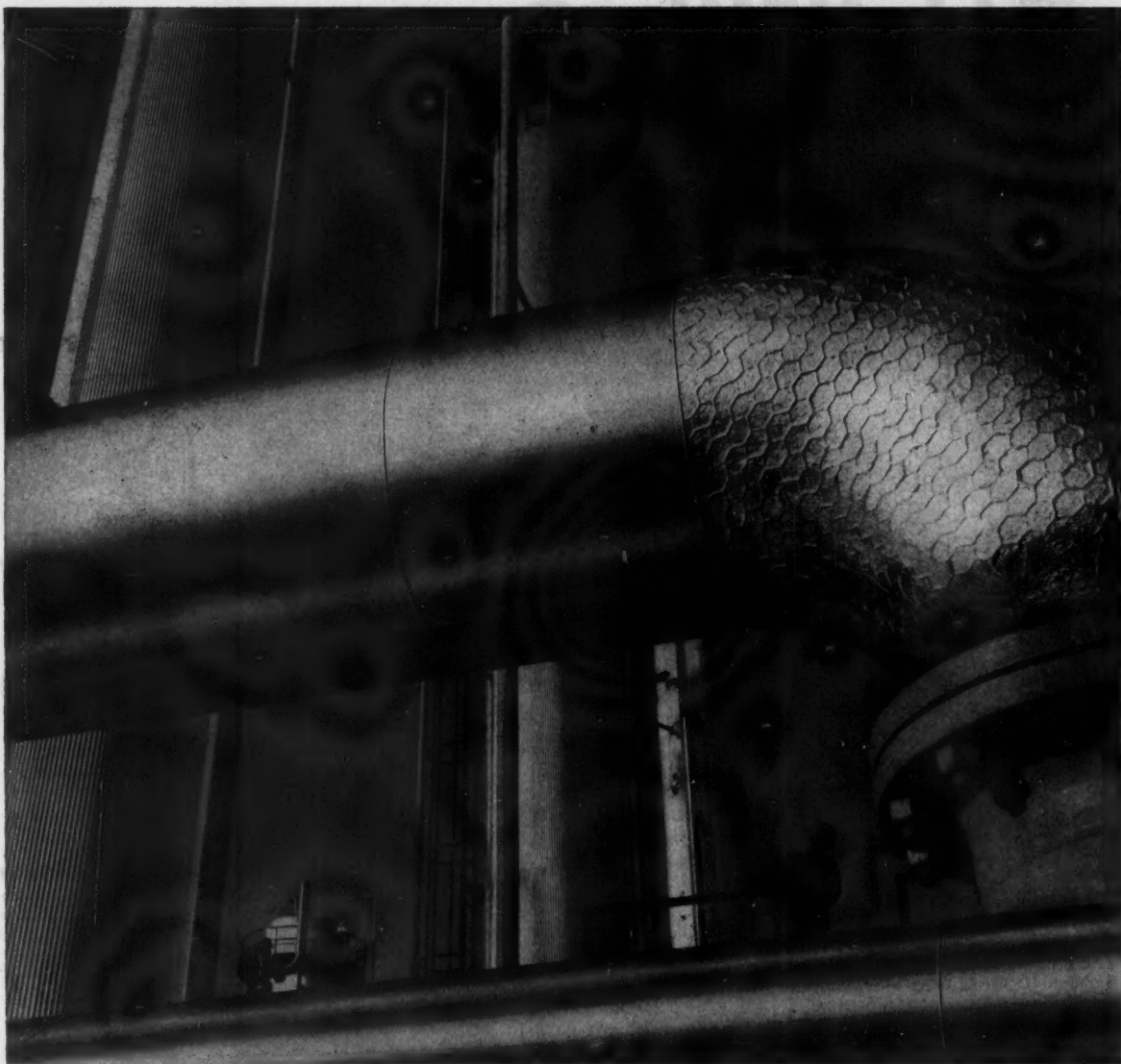
DEPENDABLE Controls

For Air • Liquids • Gases • Refrigerants

A-P CONTROLS CORPORATION

2400 N. 32nd Street, MILWAUKEE, Wisconsin
COOKSVILLE, Ontario NIJMEGEN, Holland

For Export: 13 E. 40th Street, New York, N. Y., U.S.A.



Everything's Big About Cities Service LP-Gas

BIG, modern producing plants that insure rigid control and highest product quality... quality so high that Cities Service LP-Gas actually exceeds NGAA specifications!

BIG underground storage areas to store more than enough LP-Gas to serve all distributors without delay, regardless of market demand.

BIG, rapid railroad tank car and trucking fleets to bring you the best LP-Gas of all time, on time!

BIG engineering, operational, and promotional assistance from Cities Service experts.

BIG profits for Cities Service LP-Gas distributors!

SERVICE! ... Part of our name, part of our business.

CITIES  SERVICE
QUALITY PETROLEUM PRODUCTS

406 W. 34th Street
Kansas City, Missouri

20 N. Wacker Drive
Chicago, Illinois

500 Robert Street
St. Paul, Minnesota

6611 Euclid Avenue
Cleveland, Ohio

NOW!

SERVING THE LPG INDUSTRY



with....

FLINT STEEL

—fabricates in conventional sizes and capacities LPG STORAGE TANKS to 30,000 water gallons capacity; TRANSPORT TANKS to 8,000 water gallons capacity; TRUCK and TRAILER TANKS single and multiple units to 2,000 water gallons capacity; newly designed DOMESTIC SYSTEMS have deep drawn lock-down cover, heavy feet and individually mounted fittings in an island bar, capacities to 1,000 water gallons.

FLINT Tanks for handling liquefied gases, under pressure, are designed and constructed for easy installation, long life and low maintenance. All Flint tanks are constructed in accordance with ASME code for 250 psi working pressure.

ANCO

—provides complete LPG Equipment Service from supplying the smallest single fitting to installing the largest bulk plant.

WAREHOUSE STOCKS include —

Anco Systems and the famous ICC PIG cylinder

der with capacity of almost four 100 lb. ICC cylinders. *Valves, Fittings and Tubing* for immediate delivery. *Pumps and Compressors* from hand operated pumps to largest size compressors for bulk plant installation.

PREFABRICATED "Packaged" INSTALLATIONS are built to meet your individual operating requirements. They reduce installation time to a minimum because they are pre-assembled at the factory. They are complete units, no extras to buy. Complete plans and blueprints are provided to your specifications.

ANCO ENGINEERING SERVICE provides field trained LPG specialists who can design, fabricate and install a plant of any magnitude. Also, they will design and fabricate a plant on an Install-It-Yourself basis.

WHEN YOU NEED
LPG Equipment in a hurry — call
ANCO WAREHOUSES

Tulsa, Okla., 21st Street & So. Union—Ph. 2-5241
East St. Louis, Ill., 316 N. Front, Ph. Bridge 1-8386 & 1-2484
Omaha, Nebraska, 1701 N. 42nd, Ph. REgent 1165 & 1166
Minneapolis, Minn., (office only) 314 Foshay Tower, Ph. Atlantic 2934

FLINT STEEL CORPORATION

MEMPHIS, TENNESSEE

P. O. BOX 3155

PH. 9-3558

TULSA, OKLAHOMA

P. O. BOX 1289

PH. 2-2141



ANCO

MANUFACTURING AND SUPPLY CO.
TULSA, OKLAHOMA

P. O. BOX 1066

PH. 2-2141

21st Street & So. Union Avenue, West Tulsa



TODAY'S MOST MODERN
COMMERCIAL GAS COOKING
EQUIPMENT SPECIALLY
DESIGNED FOR MODERATE
SIZED KITCHENS

NEW

New features and styling, easy to keep clean and new-looking.

MODERN

Streamlined design throughout. Double-wall, double strength elevated shelf.

THRIFTY

Saves fuel. Saves operating time. Saves cleaning time.

DURABLE

Formed steel construction provides maximum strength. Welded joints are tight forever.

Available in Stainless Steel (as shown), Black Japan, or Lustre-Line gray finishes.

Magic Chef

CAFE LINE

**commercial GAS
cooking equipment**

FOR INFORMATION WRITE Magic Chef, Inc., St. Louis 10, Missouri.

TAILOR MADE BY McNAMAR



Financing is **NO**
problem...

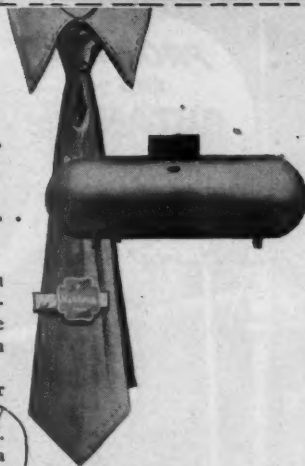
McNamar can solve your financing problems on both storage and domestic tanks . . .

For example, McNamar can give you tanks based on a six month payout plan, a ninety day billing, and McNamar also has a three to five year lease plan available . . .

We can assure our dealer not only a competitive price, a quality product, but also assistance with any problems that might confront him in future years . . .

McNamar dealers are always competitive.

The
PERFECT
tie-in...



McNamar stands on its record of performance to give you the best tank money can buy . . .

Anywhere McNamar can save you money by truck or by F.I.T. shipment . . . Take a

look at these outstanding features . . .

- UL approved on all standard sizes
- ASME 250 lb. working pressure meets and exceeds all requirements of U-69
- Three liquid lines (Built in excess flow).

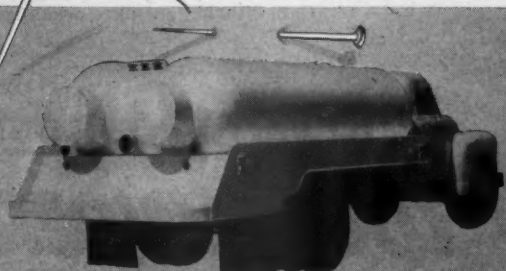
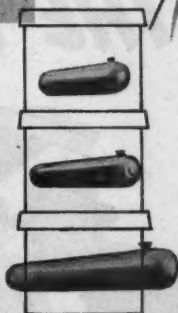
See McNamar before you buy.

WHAT'S



SIZE?

Name your size and McNamar has it. Whether it's a 115 gallon to 1000 domestic system or a 6000 to 30,000 gallon storage tank, we can meet your requirements . . . for size . . . quality of workmanship . . . speed of delivery . . . *You can depend on McNamar.*



Styled for you!

The skillful engineering design that goes into every McNamar tank unit combines "Quality" with the other advantages you need for a dependable operation. Every tank is custom-balanced to the truck it's built for. Single or twin barrel — McNamar is your best buy . . . Send us your specification and we will submit quotations . . .



McNAMAR

BOILER & TANK CO.

BOX 868 • TULSA, OKLAHOMA



New Money Maker for your job . . . Versatile F-600 Tanker. GVW 16,000 lbs. Choice of two Short Stroke V-8 long-life engines. Driverized Cab with big one-piece windshield and free-

breathing woven upholstery for year-round comfort. Custom Cab (extra cost) includes 5-inch full foam-rubber seat. Choice of 3 transmissions. Electric-shift, 2-speed axle available.

To get the most for your money **LOOK UNDER THE HOOD!**

Make sure your next truck has a modern short-stroke engine—that gives gas savings of up to 1 gallon in 7 . . . prolongs piston ring life up to 53%. Only Ford offers Short Stroke power in every engine.

Short Stroke engine design for trucks is making headlines. In some makes of trucks it's still in a development stage. In others, it has reached the early production stage. *But only in Ford Trucks has it been advanced by over 3 years of experience and more than 5 billion miles of service.* Only Ford Trucks offer Short Stroke design in every engine, V-8 or Six, for **EXTRA long life!**

Look under the hood for gas-saving Short Stroke power. Look behind the wheel for driver-saving *Driverized* Cab comfort. Look over the axle for trip-saving payload capacity. Ford Triple Economy Trucks give you all three! Call your nearest Ford Dealer now for complete information.



Look under the hood for an engine with a "stroke" as short as, or shorter than its "bore." That's a modern *short-stroke* engine—the *Ford* kind of engine that gives you: reduced piston travel and piston speeds . . . up to 33% less friction, more usable power . . . gas savings up to 1 gallon in 7 . . . less wear on vital moving parts and much longer engine life!

Ford Triple Economy Trucks

THE MONEY MAKERS FOR '55



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UNDERWRITERS' LABORATORIES

Charlotte Tank Corporation serves the LP Gas Industry with a high quality line of pressure vessels, factory tested for maximum safety.

Manufactured to the exacting specifications of the ASME Codes and approved by Underwriters' Laboratories. The Charlotte line is designed to give utmost customer satisfaction.

For rugged use • minimum maintenance • long, dependable service • specify Charlotte Tank products.

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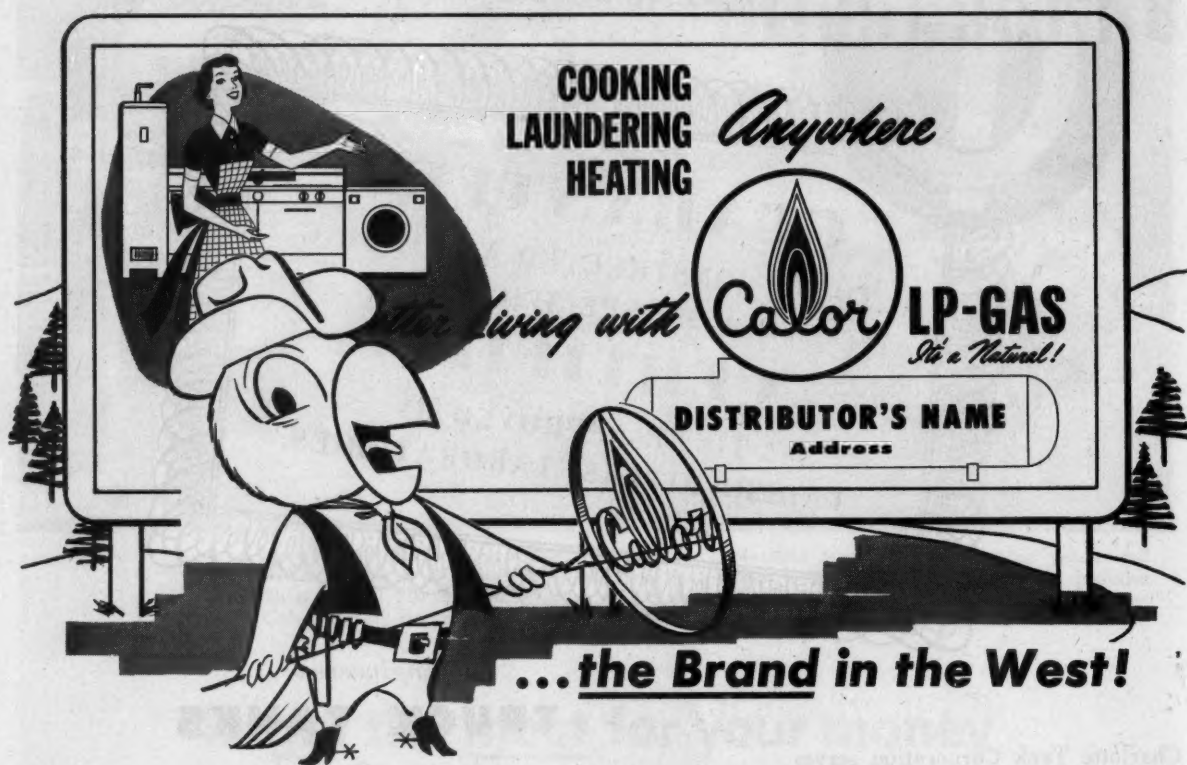
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Put CALOR and CALOR's Western brand of service to work for you. Yes... better see CALOR *now* and you, too, will agree—it pays to deal with the West's leading Independent marketer of LP-Gas.

For a more complete service all ways—always call CALOR



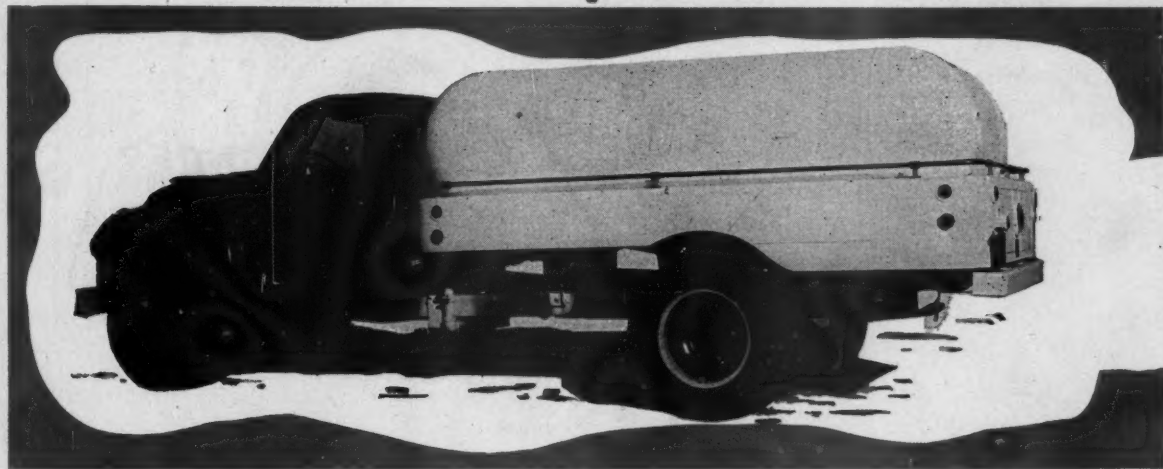
CALOR GAS COMPANY

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Serving Western America

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YOU WANT



are in one model of the LMC Home Delivery Unit

Safety

High tensile steel construction with indented fittings give the LMC Home Delivery Unit a safety factor that is unsurpassed in the industry.

Economy

Low initial cost and durable construction that makes for longer life, combine with large capacity pumps to assure you of low operating cost on this and all LMC units.

High Payload

Whatever the capacity of the LMC Home Delivery Unit you select (available in 1400 to 2200 gallons), you'll find the weight of the tank low-in-ratio to total gross weight.

Smart Appearance

The LMC's sleek, streamlined design, accented by the exclusive chrome hand-rail, gives that smart appearance which creates customer confidence.



Buy on the LMC budget plan!

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P. O. DRAWER 1589

Porter 2-5261

LUBBOCK, TEXAS



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to hear OUR latest story...*

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P.S. - If you miss us at the Convention, contact our nearest Sales Office for complete details to help YOU.



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WARREN PETROLEUM CORPORATION • Tulsa, Oklahoma

LETTERS



Flue Trouble?

South Carolina

We have a floor furnace in which the pilot goes out every few days. We have changed controls and pilots several times and cannot find a reason for this.

Could it be caused by the flue? If so, how can we test to determine if this is the trouble? This job is vented with "Transite" but has several elbows in it.

J.L.P.

If the flue is connected directly to the furnace without using the draft hood, there is a chance it could cause the pilot outage. We assume, however, that the furnace has been installed with the proper draft hood in place and in accordance with the manufacturer's directions. If it has not been so installed, then worse troubles than pilot outage may occur and with disastrous results.

All approved gas appliances are designed to function in the proper manner with a draft hood. The appliance burns the gas and dumps the products of combustion into a properly designed draft hood. The flue or vent, when of correct size and installed properly, carries the products of combustion to the outside. The flue serves the furnace in no other way. If the flue does connect directly to the furnace outlet then it will upset the proper operation of the furnace.

Regarding your remark about the several elbows in the vent, this is poor practice. The vent should be run as directly as possible with minimum of turns. The horizontal portion should slope up to the vertical section and not be more than three-fourths the length of the vertical section. Reference is made to page 200 of the *Handbook Butane-Propane Gases* on venting appliances. Also, the William Wallace Co., Belmont, Calif., publishes some booklets on proper venting which you can obtain by writing for them. The booklets are very informative.

Following are some things that may be causing the pilot to fail:

1. Dirt in the pilot line which may also get into the orifice.
2. Low gas pressure at the pilot connection.

3. A new tank may still have some air in it; therefore, the flame is weak.

4. Pilot may be too low on thermocouple (thermopile) or otherwise not properly directed on thermocouple.

5. Pilot tip ports may be obstructed.

6. Pilot orifice burred or obstructed.

7. Pilot may be exposed to wind or air currents which blow flame away from thermocouple.

8. Pilot may be for use with gas other than L. P. gas.

9. Thermocouple lead making poor contact with valve body.

10. Regulator may be sticking.

It is realized some of the above items may not apply to your trouble because you apparently have changed both the pilots and the control valves. However, they are included in the list just to be sure. It may be worthwhile to recheck.

Low pressure at the pilot may be caused by inadequate line sizing, and occurs when other appliances come on at the same time. —Ed.

Changes Void Approval

Georgia

"As to the parts you requested us to ship to you: We will be unable to supply you with the two-pilot assemblies for No. 3614 as the factory will not permit the installation of these assemblies in the field. This is in accordance with the AGA ruling."

The above is an exact copy of a portion of a letter we received from our supplier in reply to an order for pilot assemblies for a fireplace insert. Please let us know where to write for further information in regard to this AGA ruling, which is not familiar to us. We were not aware that pilots could not be installed on fireplace inserts in our office.

A.O.

Any changes made to an AGA approved appliance immediately voids the Laboratories Seal of Approval. The manufacturer is responsible for the correctness as to design and manufacture of the approved appliances. Therefore, they probably felt

it is for their protection and the protection of the users to refuse to furnish parts which would change the original approved design.

The American Gas Association Laboratories can give you additional information which you may desire and explain their requirements. Their address is 1032 East 62nd St., Cleveland 3, Ohio.—Ed.

Degree Days

Minnesota

We want to put in a degree-day system for "keep filled service" to our L. P. gas patrons.

If you can, will you please let me know where we can get the instructions on how to use the degree-day system as well as the customer cards, etc.?

P.D.

The American Gas Association developed the degree-day system of determining the fuel needs of a building. It is based on the difference between the average outside temperature for a given period and 65° F.

The AGA, 420 Lexington Ave., New York 17, has information available on how to set up the system.

The guide of the American Society of Heating & Ventilating Engineers, 51 Madison Ave., New York 10, also contains information on this subject.—Ed.

Propane vs. Oil

Ontario, Canada

We would appreciate some information on propane gas vs. oil. It is possible for us to get a supply of both, and we would like to know gallon for gallon how much one would use on an alfalfa dehydrating drum.

Also, if there is any preference if fuel costs are similar.

E.E.P.

Alfalfa dehydrating drums vary in size so it is difficult for us to give you the fuel consumption and fuel costs.

We can give some comparative fuel costs, efficiencies and relative merits of the two fuels.

First, the relative heating values: It will require a light weight fuel oil such as diesel fuel for the dehydrating process, especially if direct firing is contemplated. Fuel oil of this type will contain about 140,000 Btu per gallon. Propane will contain about 91,000 Btu per gallon.

The above figures cannot be compared directly. Efficiency of combustion must be considered. Propane will burn completely since it is a gaseous fuel and as long as adequate air is provided the combustion will be complete. Oil, on the other hand, is a liquid. It must be atomized or broken into a fine mist so that heat from the flame

JOHN WOOD Automatic GAS water heaters COST *LESS* TO OPERATE AND YOU CAN PROVE IT!

It's SAVINGS that make sales

It's here—ready to work for you! JOHN WOOD has a water heater story that's a natural for sales! BY ACTUAL TEST, John Wood Water Heaters cost your customers less per gallon for hot water...make savings no other construction can match! That's because the OFF-CENTER flue construction—developed and featured by JOHN WOOD—beats every known water heater construction for economy in test after test.

That one fact gives you a real edge on all your competitors. Nobody has an economy story like yours when you feature JOHN WOOD. Nobody has the profit chances you get with the proved JOHN WOOD economy story!

Here's potent sales material—backed up by the hardest hitting program of promotion and advertising yet—all working for you and your bigger profits.

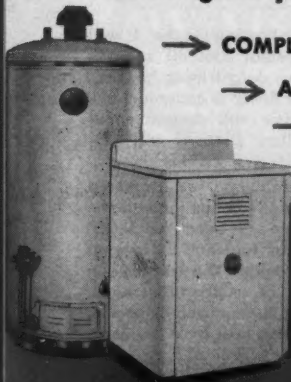
Ask your JOHN WOOD representative for the full story.

Write for FREE Book "How Do You Judge a Water Heater"—Today!

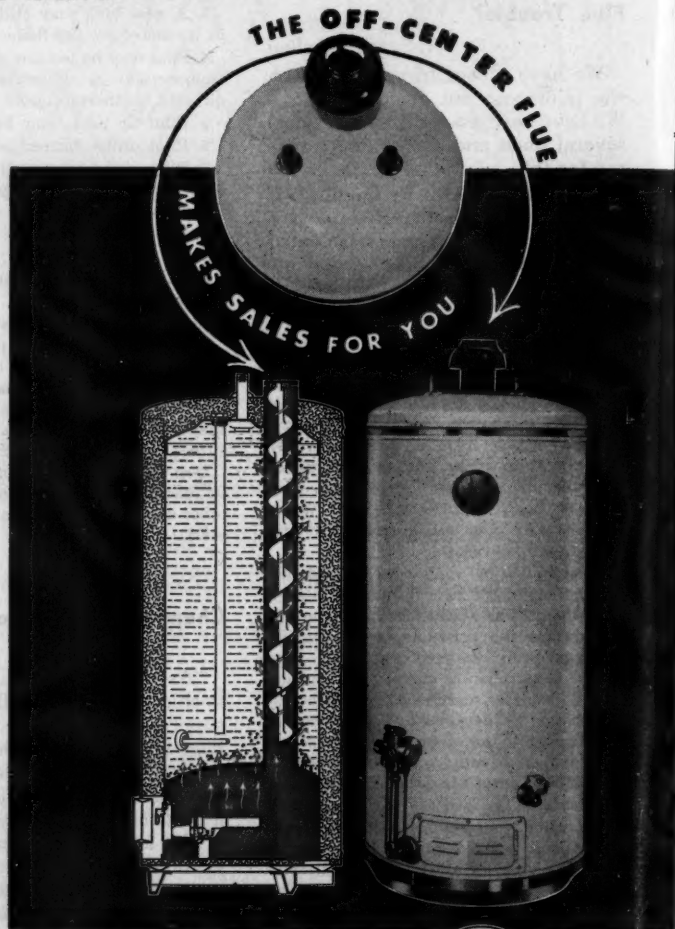
**BEATS the rest
by EVERY test**

JOHN WOOD gives you more to build sales—

- COMPLETE LINE of sizes and styles, vertical and table top models
- A PRICE FOR EVERY BUDGET
- THE ONLY WATER HEATER OFFICIALLY SELECTED BY Mrs. America
- FULL PROMOTIONAL HELPS to build your sales



Finest glass-lined
or galvanized
water heater anywhere!



JOHN WOOD COMPANY

HEATER AND TANK DIVISION
Conshohocken, Pennsylvania and Chicago, Illinois



can vaporize it into a gas before it burns. A good clean burner, well maintained will do a good job, but they rarely remain in such condition. The burner then loses efficiency and much of the oil is poorly atomized and passes through the flame without being consumed.

It can generally be shown that the oil burning efficiency may be 15% to 20% less than gas. Then $140,000 \times .80 = 112,000$ Btu actually released by combustion of the oil vs. the 91,000 Btu from the propane. The above figures are the heat actually released from the fuel, not the heat which enters into the work of dehydrating the alfalfa. The efficiency of dehydration is a function of the dehydrator design, but need not enter into this comparison.

The oil must be pumped and power is required to operate the burner. One cent per gallon should be added to the cost of the oil as a conservative figure to cover this cost of pumping, operating the burner to atomize the oil and maintaining the burner.

In discussing the atomizing and burning of the oil it was mentioned that some oil particles and fumes get past the flame without burning. Where do they go? Some go on out the chimney but some light on the product, if it is a direct-fired dehydrator, and lower the quality of the product by imparting an oily smell and taste to it.

If the oil-fired unit is not direct-fired so that the products of combustion do not come in contact with the alfalfa, then the efficiency is much lower and gas will be on an equal basis or better.

Close and accurate temperature control is better and more easily accomplished with propane.—Ed.

Gasoline Competition

Massachusetts

I am a small bottled gas dealer. I want to build up my gas consumption and I think I have two very good potentials here.

As you probably know, there are a great many cranberry growers in this area and they all use engines for irrigation purposes. I feel that this is a very lucrative market for L. P. gas conversion if I could put it across. As yet no one has attempted to sell the idea of propane as a fuel for these engines.

I would like to go into this field using just my ICC cylinders for the present. As far as I can find out it is possible to do so. Please send me all available information on the subject.

The other potential is the use of propane for cutting and heating metals instead of acetylene.

F.E.

We believe you will be up against a difficult situation in trying to sell gas in ICC cylinders for pumping water to cranberry fields. The operators are going to look primarily at the matter of cost of fuel as compared to gasoline, and unless you can deliver propane at approximately the same per gallon cost as gasoline there is not much hope of putting the deal over.

As a matter of passing interest, a great deal of the pumping in the cranberry fields of the Pacific Northwest is done with propane, but this is delivered in bulk at a price of from 16 to 19 cents per gal. Your idea of selling propane in competition with acetylene for cutting and heating metals is sound and we believe there is good opportunity to develop a local market in this line.—Ed.

Moisture in Gauge

Idaho

We have four or five propane tanks that have moisture in them, and the moisture has come up in the magnetic gauge and makes it very hard to read the percentage gauge.

We have changed the gauges on some of these tanks and the moisture still comes up in some of them.

Is there anything that we could put into these tanks to do away with this moisture or correct this condition?

If this moisture remains in this gauge (magnetic) the needle will freeze solid.

D.B.

It is hard to believe that the moisture which is getting in around the dial and pointer of the magnetic gauges to which you refer is coming from moisture in the tank. We are more inclined to believe that it is getting past the seal gasket under the gauge glass by way of a breathing action caused by alternate heating and cooling brought about by temperature changes of the weather and exposure to the sun. This has been known to happen.

The magnetic gauge has no mechanical connection or opening between the internal tank mechanism and the pointer under the glass. Porosity or rupture of the metal disc between the two parts is the only way moisture could enter from within the tank, and in this case other troubles would be more noticeable than moisture accumulation.

The gauge mechanism inside the tank causes a magnet to rotate as the float rises and falls. The magnetic force transmitted through the diaphragm or plate causes the magnetic needle, mounted on a pivot, to follow and indicate the liquid content of the tank. There is no mechanical connection between the magnet and the pointer.

We suggest you write the manufacturer of the gauge and advise him of the trouble you have experienced. Any information which you may be able to furnish the manufacturer, such as dates or serial numbers on the gauges, the time and place the gauges or tanks containing them were purchased, may prove helpful in tracing the trouble.—Ed.

Volume Measurement

New York

One of your subscribers has asked us to contact you in the hope that you might be able to let us know from your own experience if, in the United States, there has been a trend for the dispensing of L. P. gas by volume rather than by weight.

Apparently a number of manufacturers have brought out some L. P. gas filling stations and it would be interesting to ascertain whether there is a definite trend towards filling stations where the L. P. gas is measured by volume rather than by weight as commonly done so far.

P.N.W.

L. P. gas is generally sold in bottles or cylinders on a weight basis. However, L. P. gas sold as motor fuel for vehicles which travel over the highways, and also the majority of that sold into the permanent type domestic or commercial storage tank is sold on a volume basis.

Selling L. P. gas on a volume basis is not new in this country. The "packaged" L. P. gas storage and filling stations referred to in your letter are relatively new and have been designed for use in conjunction with regular gasoline and diesel stations for servicing motor vehicles. They are also used by large trucking companies which have converted their truck fleets to L. P. gas.

The units have been developed to meet the demand for such equipment, which has been brought about by the rapidly increasing use of L. P. gas as a motor fuel throughout the country.—Ed.

Welding and Cutting

Illinois

I would like to get some information on propane used for welding and cutting metals.

N.R.E.

L. P. gas has not proved satisfactory for welding steel. It is used successfully for cutting steel and other metals. Also it has proved very successful in brazing, fusing and working with other metals with low melting points. Our booklet No. 8, "Industrial Applications," contains several articles, among them "Torches and Furnaces" and "Silver Brazing."—Ed.

CONTACT
TULOMA
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PLUS

The key to superior business relations in any field is service. With Tuloma, it means taking a friendly, personal interest in each customer. Trained, technical personnel, with years of experience, make it a point of knowing your operations and your requirements.

The "plus" services they give you make a Tuloma contract more than just a written agreement. It's a personal relationship assuring you of services and assistance far beyond contract obligations.

Tuloma's representatives will welcome the opportunity of discussing with you the many extra advantages of contracting with Tuloma.

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MAY



Beyond the Mains

THE LATE ANDY KERR, who more than any other individual rates as the father of the liquefied petroleum gas industry, has another, and we believe greater, claim to distinction than the mere fact that he was a pioneer and leader in an important industry.

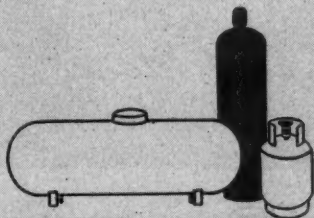
There are a few -- and unfortunately very few -- individuals on this earth whose personal qualities are such that whenever their names are brought into conversation by their friends and acquaintances, the speakers take time to add a few words of spontaneous praise or appreciation.

THIS HIGH PLACE IN THE ESTEEM OF THEIR FELLOWMEN is not based on wealth, success, or any position of social, political, or civic leadership. It can not be bought with money or favors, nor is it a reward that can be gained by seeking. It comes only to those whose concern for their fellowman is sincere, spontaneous, automatic, and personal. This can neither be faked nor turned on and off; it is a permanent point of view, and a way of life that governs the individual's relations with all mankind.

Such a man was Andy Kerr. The mellow, enriching influence of his life will persist far into the future.



ON THIS PAGE IN THE FEBRUARY ISSUE WE PROPOSED THAT THE NATIONAL ASSOCIATION OF OUR INDUSTRY organize itself to lead the industry into the one feasible solution for the problem of the seasonally unbalanced load -- expansion of the use of L. P. gas as farm tractor fuel.



Continued ... 

Continued...



Beyond the Mains

This proposal has brought more favorable comments from the production end of the industry than anything that has ever appeared in "Beyond the Mains." There were some who expressed the belief that our proposal had not gone far enough; that the tractor program should be supplemented by similar work to broaden other agricultural uses which increase the summer load. There was one dissenting voice. An officer of the association said, "It looks good on paper, but you do not realize the problems."

IT NOW DEVELOPS THAT OUR SUGGESTION WAS MADE after the last directors' meeting before the May convention. We admit that the timing could have been better. Probably the few minutes allotted to the subject of motor fuel in the crowded program of the marketing section was all that could be arranged. But it is not the full-dress session that the industry members need to help them with their many problems of selling the tractor load, and effectively lining up the help that is available at the tractor agencies in every agricultural community.

It is too late now to secure more adequate treatment at the 1955 convention. But we respectfully direct the attention of the new board of directors who will assume the responsibility for the welfare of the industry on the fourth of May to the fact that the greatest single problem of the industry is still the unbalanced load, and that the key to the balanced load is the farm tractor. We maintain that the solution to this problem is of national importance, and that the national association should seriously accept and carry out its responsibility to the industry in working for that solution.



WE ARE MOST FAVORABLY IMPRESSED WITH THE SELECTION OF THE LEAD-OFF SPEAKER FOR THE ANNUAL CONVENTION OF OUR INDUSTRY. Dean Manion is a powerful speaker. He is in fundamental disagreement with the government's public power policy, which in essence is the saddling of free enterprise with competition having concealed public subsidies, and without the burden of taxation that plagues the privately financed corporation. With these views we are in hearty agreement. We believe that his conclusions echo the individual convictions of all of the leaders of the LPGA.

Carl Abell



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There are many *money saving, business building* advantages in metering. For example, you can route your trucks on a planned schedule without back tracking. You can pipe several services from a single large tank. And for real economy you can use customers' tanks to increase your storage capacity. New and old LP-Gas users are attracted to metered service. It's a powerful selling point. Get full details now. *Write*

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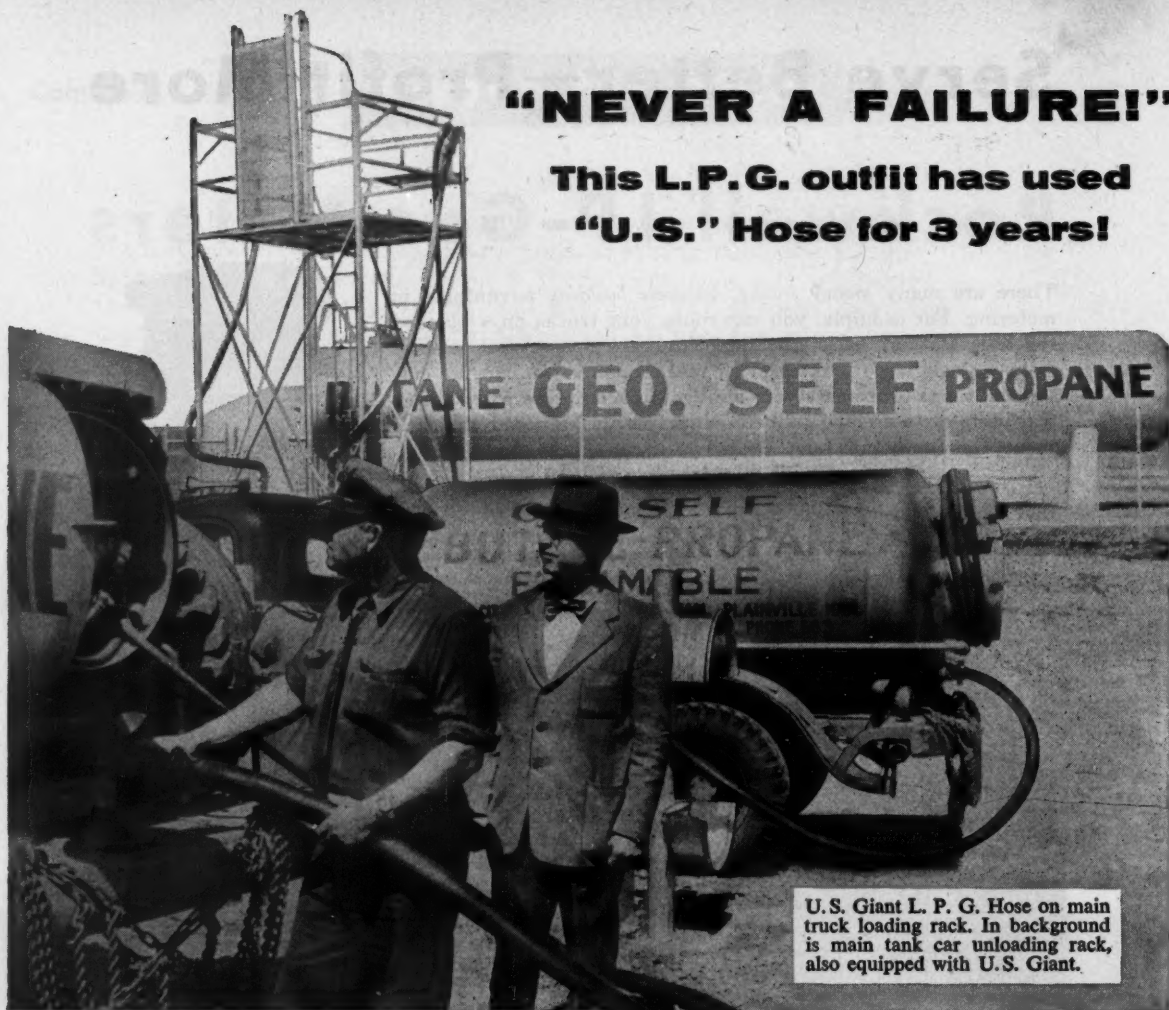


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**This L.P.G. outfit has used
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U. S. Giant L. P. G. Hose on main truck loading rack. In background is main tank car unloading rack, also equipped with U. S. Giant.

Used on all 12 trucks—on main tank car unloading rack—on main truck loading rack

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A special lightweight quality yarn construction gives U. S. Giant extreme flexibility with great strength. The tube is specially compounded to resist L.P.G.'s permeating action. A specially-designed cover eliminates blistering. There is a complete size range from 1" to 3" with burst pressures far above safety standards of any state. U. S. Giant L. P. G. Hose is obtainable from any of our selected distributors, or any of the 27 "U.S." District Sales Offices, or write address below.

"U. S." Research perfects it...

"U. S." Production builds it...

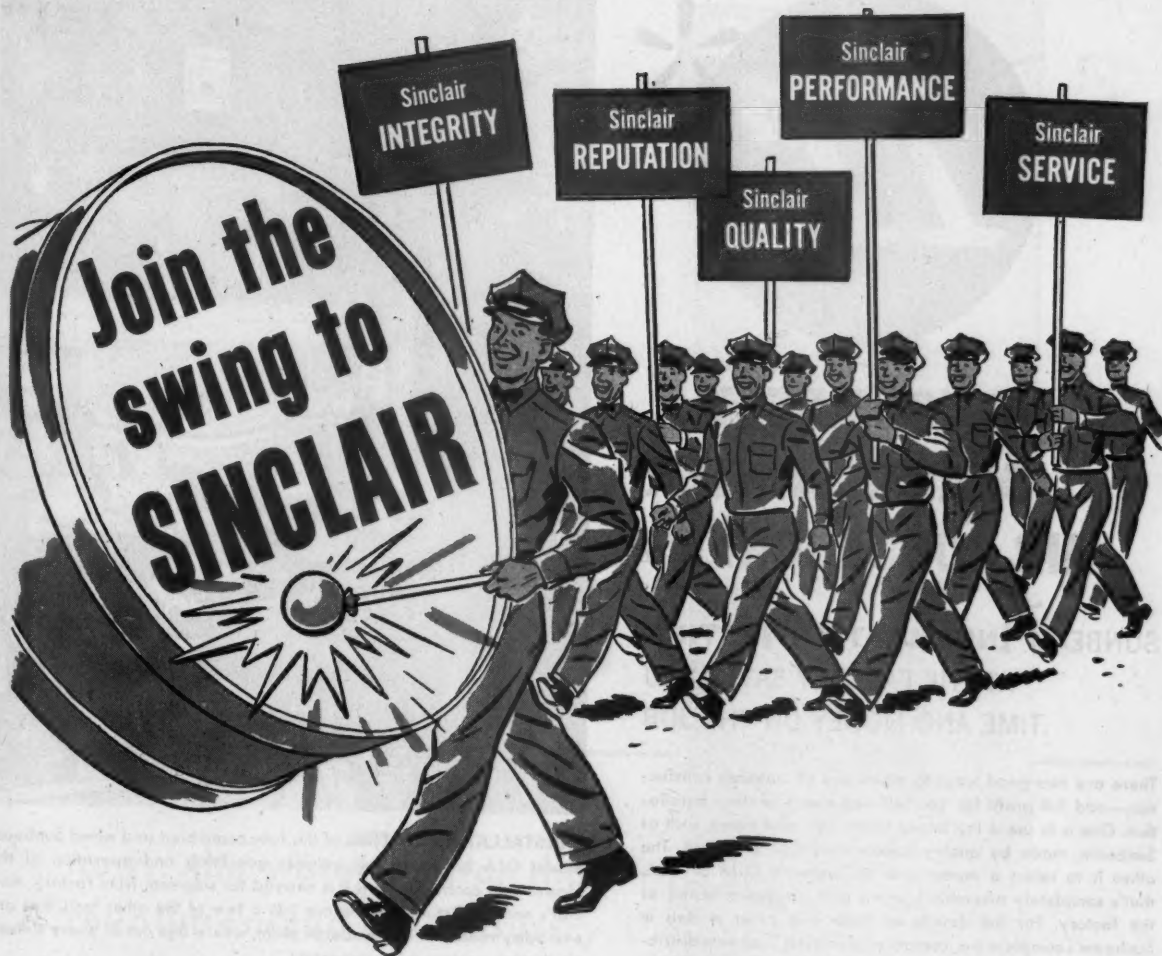
U. S. Industry depends on it



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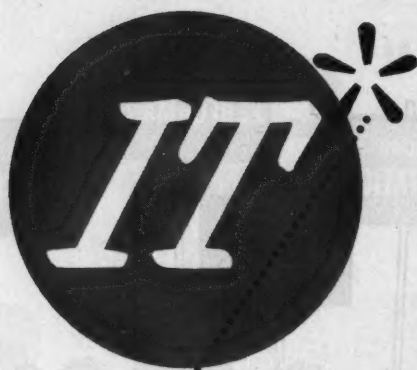
Get all the facts about Sinclair LP Gas. It's the gas with high heating value—with moisture and impurities removed. You'll soon see why it will pay you to fly the Sinclair banner in your territory.



SINCLAIR a great name in oil

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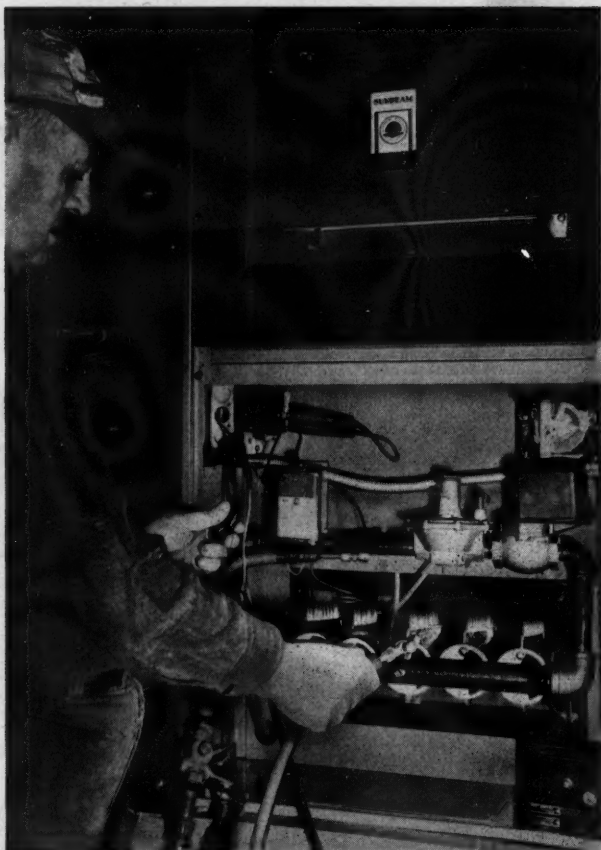
Liquified Petroleum Gas Sales Department • Sinclair Oil Building, Tulsa, Okla.



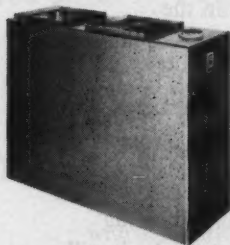
IS YOUR BEST DEAL IN WINTER AIR CONDITIONERS

SUNBEAM * **INSTALLATION TESTING**
AT THE FACTORY SAVES YOU
TIME AND MONEY ON THE JOB

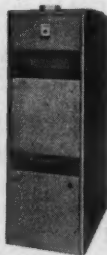
There are two good ways to make sure of customer satisfaction—and full profit for yourself—on every heating installation. One is to use a top brand winter air conditioner, such as Sunbeam, made by quality-famous American-Standard. The other is to select a model such as Sunbeam GUA or GLA, that's completely assembled, wired and installation tested at the factory. For full details on these and other models in Sunbeam's complete line, contact your nearest Sunbeam distributor. **Sunbeam Air Conditioner Division, Elyria, Ohio.**



***INSTALLATION TESTING** of this fully assembled and wired Sunbeam Model GLA basement unit includes gas firing and operation of the blower and controls before it is okayed for shipment from factory. And that's not all. Pictured below are just a few of the other tests that are everyday routine in the Sunbeam plant, where one out of every sixteen production workers is an inspector!



Model GLA low boy—available in 8 sizes—available in 8 sizes, from 75,000 to 300,000 Btu input.

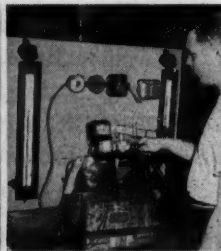


Model GUA, utility type; 7 sizes, from 50,000 to 200,000 Btu input.

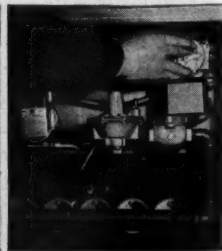
All units factory assembled and wired



Heating elements are tested under air pressure.



Gas manifolds are tested under air pressure.



Automatic pilot and gas valves are tested in operation.

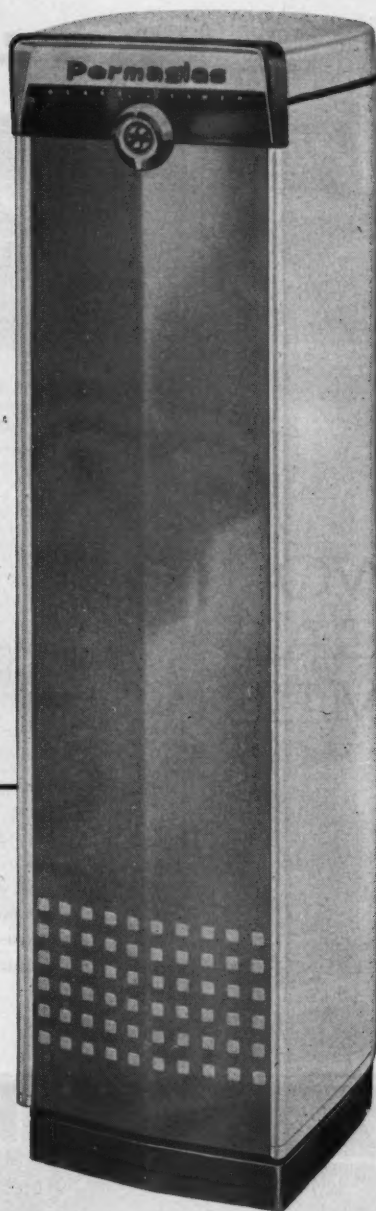


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Through research  ...a better way

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Now... America's first stylized water heater—in color.

Plus... America's first "Eye-Hi" temperature control.

Plus... famous exclusive *HEETWALL* design—and higher inputs.

And... the only glass-lined tank proved by over 2,500,000 families.

All this in the most accepted, most popular, glass-lined water heater in the industry!

ST. JOHN'S HOSPITAL

Springfield, Missouri



Head chef, James Welsh, says:
"For versatile performance,
the Garland range and gas
combination are unexcelled!"



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GARLAND

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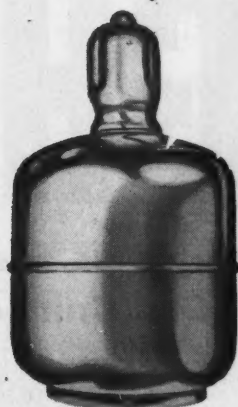
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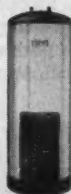
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The top LPG merchandisers are continually devising new ways to sell more gas—and that means selling more appliances. In this issue, the editors have taken the best ideas and techniques utilized by these outstanding merchandisers and assembled them into a sales promotional package which the reader can use to plan a complete L. P. gas appliance sales campaign.

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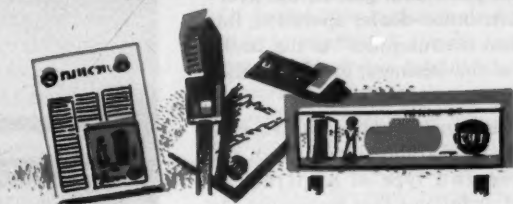
1955

How to Sell More LPG Appliances



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Planning the Sales Campaign

Complete Planning of

By Carl Abell • Editor

DOMESTIC consumption accounts for half of the total gallonage of liquefied petroleum gas. In the average distributor-dealer operation, this "kitchen consumption" is the backbone of the business, to which other activities are subordinate.

In this division of the market, volume is inseparably linked with the number and type of appliances served. It follows that increasing the number of appliances operating on L.P. gas will produce a corresponding increase in gallons of fuel sold.

In any given locality the first hundred cooking installations will consume a certain number of gallons per year. The second hundred will consume the same amount. This same principle applies to water heating, refrigeration, clothes drying, house heating. Because these averages work out this way for any given locality, they can be used as the basis for planning the facilities and activities of the business, and for the construction of a workable program to make the business grow at a planned rate. This program will naturally include all of the activities related to sales—advertising, sales promotion, training and directing of salesmen, along with sales facilities and the policies necessary to make sales work effective.

There will be some variation of averages between different localities, depending on climatic conditions, latitude, rural or suburban locations, major industries and other characteristic difference. Because of these differences each LPG dealer should analyze his own customers' records and determine the average consumption for each type of appliance in his own operation.

Such an analysis should be the beginning of a thorough survey of the present and potential market. For each customer there should be a card in the office files showing exactly



Analysis of the market is essential for effective planning of the sales campaign. Prospect and customer cards should be carefully checked to learn what appliances are needed.

what appliances that customer owns. It is not sufficient to list "one range, one water heater, one bathroom heater." The make, model, and age of each appliance should be shown, and the record will not be complete until this same information is shown not only for the gas appliances, but also for the electric appliances that might some day need to be replaced, and which could be gas appliances if proper selling practices are applied.

The quickest and easiest way to accumulate this information is to put it on the card at the time the customer is first acquired, and then make it a part of the job of the delivery drivers and service men to keep the information up-to-date.

In assembling this information, the age and model of the gas and electric appliances are of utmost importance, because they give clues to possible replacement sales. If a gas range is of an obsolete type, lacking the conven-

ience and attractiveness of the modern automatic range, the customer will at least have the desire to replace it with a modern cooking unit. And some day she may have the financial ability to make the purchase. Any modern automatic range, either gas or electric, will do a better job for her, and be more satisfactory to own, than her present old-fashioned inefficient range. Someone is going to make that sale some day. Unless the age and condition of the stove is known to the L.P. gas dealer, he may never know that the customer is thinking of making a change until after she has bought and installed an electric range. On the other hand, if she is using any old electric appliance that can be replaced by a unit operating on gas, the listing by make, model and age will give the tip-off that a sales effort is in order.

With complete records of appliances owned by present customers,

of Sales Campaign Is Step No. 1 in Selling

supplemented by such additional information as may be obtainable on the non-customers in the trade territory, it becomes possible to estimate the number of each type of appliance that can be sold. From this estimate and the knowledge of the average fuel consumption of each appliance, it is possible to predict with reasonable accuracy the growth in volume that can be developed. From these figures, the sales program can be integrated into the overall plan for the business, so financing, storage and delivery facilities and sales may all be kept in step with each other.

Planning in advance is one of the most important functions of good management. The more successful managers work out their programs for at least a year in advance, basing their programs on past history of the business, knowledge of current facilities and capacity, and an analysis of the present and potential market. Such a program should be in writing, and should state a goal and outline

the step-by-step procedure to reach the objective.

In the L.P. gas business, the goal is a certain gallonage for the year, distributed in a certain manner through the several seasons. Cooking, water heating and refrigeration go on at a uniform rate throughout the year, so a program to increase any of these uses will maintain good seasonal balance. When house heating is added, the load goes off balance, and this effect should be counteracted either through enlarged customer storage or something to provide a balancing load during the summer season. All of these factors can be incorporated into the long-range plan, and advance preparations may be made.

Proper planning will be based on consideration of the sales potential to present customers, and the acquisition of new customers. From the standpoint of profit, it is generally preferable to sell more appliances to present customers, which permits larger deliveries without increasing

vehicle mileage or number of stops, and holds down the accounting and collection expense. It is probably easier to sell new appliances to customers who are already doing business with your firm than to strangers.

Of course, new customers are necessary to continued growth, and to offset the inevitable loss of customers; even the best service organization will lose customers who either die, move away, or develop unreasonable and unaccountable peevishness.

In looking for new customers, location is quite important. One living between two old customers can be served at less expense than one living five miles beyond the last house on the present delivery route. It takes the profit on a lot of gas to pay the driver's salary and the operating cost of the delivery truck for the extra 10 miles involved in serving that last customer. The planning of the business should include the effort to fill the gaps in the present delivery area; extension of routes should only be undertaken if a careful preliminary survey shows that enough additional business can be picked up on the extension to make the extra delivery mileage profitable.

Some dealers enter appliance survey information on the customer account card (left); others prefer a separate record as a guide in developing future appliance sales (right).

This form is a comprehensive customer account card. It includes sections for:

- Personal Information:** Name, address, city, state, and zip code.
- Appliance Details:** Sections for 'Appliance' and 'Appliance' with fields for make, model, and date.
- Customer Information:** Fields for 'Customer' and 'Salesman'.
- Account Information:** Fields for 'Account' and 'Balance'.
- Payment History:** A table with columns for 'Date', 'Amount', and 'Balance'.
- Notes:** A large section for additional information or remarks.

This form is a separate record for developing future appliance sales. It includes:

- Monthly Calendar:** A grid for tracking sales or events throughout the year.
- Table for Appliance Data:** A table with columns for 'ITEM', 'MAKE OF EQUIP.', 'USE', 'AGE', 'PROSP.', 'CONTACTS', 'DATE', and 'SALESMAN'.
- Notes:** A section for additional information or remarks.

SALES CAMPAIGN

Before you open your sales campaign be sure you have your appliances arranged to the best advantage on the showroom floor. Sample appliances — a range, space heater, clothes dryer — should be ready to demonstrate.

WITH the quota established on the basis of the gallonage desired for the year, and the average consumption for each type of appliance calculated from the records, it is a fairly simple matter to build up a sales program based on knowledge of the appliances needed by the present customers and known prospects and a well-planned program to find new prospects. When the dealer knows how many appliances must be sold to fill the quota, the problem is then ways and means to accomplish the goal.

Nearly all purchasers want to see what they are buying. Selling is easier if we can show the customer the advantages of the article to be sold. These two facts add up to the need for a stock of appliances to be displayed where it will be convenient for the prospective purchaser to see them.

Location Important

Where should the appliance showroom be located? This is an individual problem with each operator. It may be in the center of town, or at the outskirts, or in one of the new "shopping center" settlements that are springing up on the outskirts of many communities.

Generally speaking, the cost is lowest if the showroom is located at the distributing plant. This can be a good location if it is on a thoroughfare traveled regularly by most of the people of the trading community, but it can be less advantageous than a central location if half of the traffic is on the opposite side of town and the people over there seldom pass the plant. It is particularly bad if traffic conditions across the town to the plant are difficult.

Parking is an important factor, since most of the people coming to see appliances will come in automobiles. Parking is generally less of a problem in the shopping centers than in town, and nearly all distributing plants have enough available ground space to eliminate the parking problem entirely.

Outskirts vs. Center

From the standpoint of convenience to the company personnel, and the expense resulting from inconvenience, there is no other place quite as good as the distributing plant. Yet, in spite of all these plus or minus factors, the best location from the standpoint of sales is frequently in the center of town.

The size of the showroom is important. It should be large enough to display representative samples of the leading lines carried by the dealer. Some of the most successful merchandising organizations prefer not to display all of the models in their lines, particularly those which occu-

py a good deal of space and include a wide variety of sizes, colors, and prices. In a line that covers the field from the quality leader to a model chiefly useful as a price competitor, merchandisers favor only the best and fanciest, and one or two of the medium-priced models adaptable for less pretentious homes. The real "demonstrator"—the one that is connected and ready to show the fine points of the line—is the top quality model. The models which are not on the floor can be sold from a combination of catalog pictures and the visual demonstration of features of the better model. While this is going on, the emphasis is always on the top-quality unit, and sales in the top bracket run high. This is sound selling, as the "plus" features of the quality leader make it easier and more convenient to use, and the pleasure and pride of ownership persist long after the payments are complete.

There are certain appliances which are difficult to sell if complete dependence is placed on showroom display and demonstration. Clothes dryers



Ample customer parking is provided by a rural location for the showroom. Often you can also have more space for office, showroom, and warehouse.



From the standpoint of convenience there is no place quite as good as the distributing plant for the location of your showroom. The cost is also usually lower in this case.

and incinerators are the outstanding examples of this. They are very desirable additions to the dealer's gas load, as they consume substantial amounts of fuel throughout the year, without pronounced seasonal peaks or valleys. A key sample of each of these appliances should be on display at the showroom, but for effective selling during the introductory period until a good degree of acceptance has been built up in the community, it appears to be necessary to install them for a free-trial period.

Most dealers who have used the free-trial program with good judgment as to the selection of people for whom to make the installations have found that after the units have been in use for 30 days the sale is almost sure. Similar experiences have been reported with incinerators. Verbal descriptions and showroom demonstrations are not effective. It takes actual experience with the appli-

ances over a period sufficiently long to realize the benefits to convince the prospects that these units are desirable, but after the trial period it would be almost impossible to take them away. These home-trial units should be stocked just like other demonstration units. They are in effect "home demonstrators."

Dramatic Demonstration

There are many theories about the most effective way to arrange the stock of demonstrators on the showroom floor. Most dealers agree that it is advantageous to use connected appliances of the types which can make a dramatic or educational demonstration. This includes ranges, refrigerators, space heaters in season, and clothes dryers. These are most effective if placed where the demonstrations can be seen through the window from the sidewalk, or down

the aisle from inside the showroom. Clothes dryers need plenty of room, because the effective way to demonstrate them is to have the prospects bring their clothes for an actual drying test. If companion washers are carried in stock, the effort should be made to sell the pair, and this makes it necessary to have the two units completely installed and ready to run. This requires electricity, plumbing, and a connected water heater of the proper size.

The other sample units on the floor should be arranged attractively to allow space and visibility for the connected units, which are the most effective sales tools in the showroom. All of the units are there to be seen, and they should be shown to advantage. This requires good lighting, freedom from distracting influences like dirty walls or splintery wooden floors, indiscriminate showing of too much advertising matter or unre-



Customers have a wide selection of brands and models in this downtown showroom. Appliances are carefully grouped and there is plenty of room around them.



One of the most effective ways to sell clothes dryers is to have your prospects bring their laundry to your showroom and actually use the dryers.

lated displays. The result of too much merchandising display is no display; things are so congested that nothing stands out clearly, and all the beholder sees is confusion. It is far better to simplify things, concentrating on one featured item at one time and in one place. Unrelated displays may only be used effectively if they are kept separate so neither will kill the effectiveness of the other.

The question of inventory is a constantly pressing matter. Most salesmen representing manufacturers or their distributors try to sell as much of their merchandise as possible—that is why they are sent out. This frequently results in overstocking the dealer, either with too many units of one line, or with too many lines. A great many small dealers try to save a little money by large scale buying to take advantage of larger discounts. This seldom works out. It costs money to warehouse appliances, and it ties up working capital. It might even put on so much financial pressure as to damage the dealer's credit. And it is very costly to get caught on a model change.

No Carloads, Please

Unless a dealer is in a position to sell a carload of ranges or other appliances quickly, there is no advantage in buying a carload. The right quantity is more likely just enough to keep from getting caught short in

case an emergency installation must be made. Ranges, dryers, incinerators, and house heating units are seldom bought on an emergency basis. The purchaser knows some time in advance that the unit is to be bought, and if the one selected does not happen to be in the warehouse, it is generally possible to wait until one arrives from the distributor, or shift to another model that is available, or take the floor sample and install it for the customer, securing a new one to go on the floor.

The Need Is Now

Water heaters are frequently required immediately in response to a phone call or personal visit. The customer is in the market this morning because the old water heater tank sprang a leak last night. The replacement heater required might be any of the standard sizes, so the warehouse stock should include enough of each size to provide a margin of safety on possible emergency needs. Otherwise, let the distributor carry the warehouse stock. It is much less expensive to carry minimum requirements of each item, replacing those which are sold through mail or telephone orders, as the case may require. In selecting lines, proximity of warehouse stocks for filling rush orders may be a very important factor in determining which lines to carry.



A dryer sale is almost a sure thing if the customer installs the appliance in her home on a free-trial basis. Many dealers sell matched washers and dryers to increase dryer sales and, consequently, gas sales.

Help To Increase Your Customers' Buying Power

THE sales plan should include the best possible means of making it easy for customers to buy. Time payment, or "budget purchasing" arrangements are essential to volume sales in the appliance field. They are doubly valuable to the L. P. gas dealer, because there is no gas consumed by an appliance until it is installed in the customer's home. Every month's delay in "saving up" for the purchase price or a high initial payment is one more month without a gas profit from that appliance.

Several progressive LPG dealers have experienced phenomenal success in selling additional appliances by keeping track of the termination dates of the purchase contracts of their installment buyers. About two months before the final payment on their original purchase has been made, the company's sales representative calls on the customer, who has already been receiving appliance literature by mail, and discusses what appliance the family will need next to provide additional features of better living for the home. It may be a new automatic washer and dryer, or a replacement of the old water heater or range, space heater, or anything in the way of gas-consuming appliances. The salesman reminds the customer that her credit is already established, and that the new appliance can be installed before the final payment on the old contract has been made, and the payments continued on the same budget arrangement.

This arrangement is a "natural" for a dealer who carries his own time sales contracts, and the adaptation to a system in which the dealer resells his contracts to a bank or finance company is not too difficult. At most it involves the dealer's carrying the contract until the equity required by

the finance company has been built up. In the meantime the appliances are installed and returning a profit on the gas consumed, and the selling has been quick and painless.

Making it easy to become a gas customer also has a bearing on the ease of selling appliances. Most bottle-gas dealers have a satisfactory arrangement in their low initial service fee for installation and the charge for the gas as the replacement bottles are installed. With bulk delivery, we have the additional sales resistance of the purchase of the tank, unless the dealer has a plan which retains the ownership of the tank and collects a monthly charge to offset the investment. This may be done with utmost customer satisfaction through

a metered service. Here the dealer owns the tank and the meter, and the customer pays each month for the amount of gas consumed during the previous month. It is a rural counterpart of city gas service. The advantages are easier selling of gas service, availability of the tank for seasonal storage, and better control of delivery costs. The disadvantage is the higher investment.

A similar plan which combines the same advantages to the customer and the dealer is the "annual budget plan." This is an arrangement whereby the customer's annual requirements are estimated at the beginning of the year, the cost of that amount of gas being divided by 12 to determine the size of the monthly bill. This

SALES CAMPAIGN

is a flat charge the year round, with the exception of the twelfth month, when the actual consumption for the year is determined, and the twelfth bill adjusted either up or down to come out even with the fuel consumption. A great many customers prefer this system, as it avoids high monthly bills in the winter, when other expenses are generally at their highest for the year, and permits planning the year's expenses on a budget basis. This system can be worked out either with dealer-owned tanks, or with customer-owned storage.

Let Customer's Fuel Consumption Determine the Price He Pays

RELATED to the problem of making gas easy to buy is the relationship of quantity purchased to price. The electrical industry has worked on this theory most effectively, making the price of energy lower as more appliances are placed on the line. The theory of this progressive price scale is perfectly sound, either in electrical or L. P. gas service. A certain portion of the delivered price of the electricity or the gas represents the cost of the facilities through which it is delivered. With electricity this is poles, wire, and transformers, and the customer's share of the overhead of the generating and distribution system. After his line is erected, the additional cost of supplying extra current is lower, because in theory his share of the overhead has already been paid in his "minimum" monthly charge.

The same applies to the distribution of L. P. gas. The entire overhead of the company must be distributed among and paid by the customers. It costs a certain amount to make gas available at the dealer's place of business, and so much per mile to

send it to a customer on a truck. If the truck on the same trip can carry two or three times as much gas to that customer, the "overhead" is not proportionally increased—in fact, it is increased very little. The customer is entitled to a better price for increased consumption.

Most L. P. gas dealers recognize this principle, but many of them fail to capitalize on it to the fullest extent. This is one of the most potent means of combatting electrical competition, and of increasing operating profits through concentration of deliveries into shorter routes.

The mechanics of creating this sliding price scale vary a great deal in different parts of the country, and with the several types of operation. With metered service it is possible to create an exact counterpart of the electric company's rate schedule, making the price breaks following the consumption of definite units of fuel. At the other extreme, but still logical and workable, is to charge according to the number of appliances and/or other equipment used by the customer. The basic rate might be established for one or two appliances, as for example a range or a range and water heater. By adding a house heating unit, or a clothes dryer, the customer would earn a lower rate, and if the man of the place converts a tractor, the lowest rate of all is applied.

Still other sliding scale plans are based on consumption in gallons, plus a flat fee. For example, one of the most successful Canadian dealers

charges a flat \$1 per month service fee, for which the customer is entitled to any service required by the system in his yard or by any of his appliances. This service would be rendered anyway, as a means of cultivating customer good will and keeping the reputation of the dealer's L. P. gas satisfactory. The customer is willing to pay the service charge, because he realizes that service is necessary. The gas is billed to the customer at a price which recognizes that this \$1 per month, or \$12 per year, is being collected, so the price of the gas looks low. And this bit of psychological camouflage helps the company to sell more appliances—after all, the charge is per customer, not per appliance.

Let Trade-Ins Bring Additional Customers

TRADING can be a headache or a means of getting additional customers. There should be some consistent policy established by each dealer for the disposal of traded-in appliances, based on the conditions of the particular business and the community that it serves.

Probably the most valuable tools that can be employed in a used-ap-



A range taken in on trade should not be resold until it is thoroughly cleaned and brought up to top safety standards.

pliance department are a fire-axe and a large amount of intestinal fortitude. They should be utilized to further

the ideal of the "Old Stove Round-up" as applied to all types of used appliances—to get rid of the unfit

Every Staff Member Is A Salesman

IN every growing LPG business the question inevitably arises, "Are special appliance salesmen necessary?" Not every dealer or branch can support a full-time appliance salesman, or even a full-time general salesman—which probably helps to maintain the economic balance, because there are never enough good salesmen to go around.

In dozens of recent interviews with small and medium sized dealers, we asked, "Who does the selling?" The answer was almost invariably, "Everybody." Even the large companies which do have special salesmen make every effort to get the entire staff into the sales activities. The tendency to offer special rewards, either as di-

rect commissions, special bonuses, or merchandise prizes in special competitions to induce people in other departments to help in the sales work is almost universal. The company in which a delivery driver is only a delivery driver is now the outstanding exception. The great majority of companies look on the drivers and the service men, who are constantly contacting the customers, as the best "bird dogs" on the staff for locating and reporting prospects for the sale of gas-consuming appliances. Many companies give these employees the full commission on the appliances that they sell, and a substantial but smaller reward for reporting prospects that the manager or some other sales person can sell.

There is nobody on the staff who does not have some contacts which are useful to the sales department. One recent report told us of a sales contest in which the janitor was runner-up for the office championship; leads which he furnished resulted in sales to a church, a lodge, and seven individuals. These were all new customers, for which there were extra

and unsafe equipment before it gets back into service.

There seems to be no particular point in destroying good appliances just because they have been traded in. The criterion on whether to junk or resell should be the fitness of the appliance to give safe and satisfactory service after it has been reconditioned for sale. A selection of used appliances will frequently provide the means of getting new gas accounts of moderate size from people who are temporarily, at least, unable to finance the purchase of the new appliances that you would prefer to sell them. These same people with moderate incomes today may develop later into top ranking customers for new appliances and other forms of gas service.

Naturally the dealer serving an area of sub-standard economic structure will need to have more used appliances on hand than the dealer who is in an area of more uniform prosperity. But regardless of location and stock requirements, no used appliances should be sold until they are thoroughly cleaned and reconditioned, and equipped with all needed safety equipment.

points in addition to those awarded for the sale of the appliances.

Putting the entire staff to work developing sales is the objective of many sales promotion plans. To do this effectively requires rewards of some sort. Too many people think of this exclusively in terms of extra pay. Financial rewards are very real and tangible, and should never be overlooked. But life is not just working and getting paid. The real producers are those who do their work with the enthusiasm that springs from loyalty and personal satisfaction in their work. In the development of these qualities, recognition and appreciation are at least as important as financial reward. There is nothing else on earth that costs so little and buys so much in the way of loyalty and teamwork as kind words and personal consideration.

Selling is the business of the entire organization. There are aids to selling in the form of advertising and sales promotion activities which should be considered more extensively in their relation to the sales activities of the organization. ■

After planning the sales campaign, you must decide how much money is to be allotted to the advertising phase. And after making this decision, you must further decide which of many advertising media will be most productive for your operation.

2

Advertising

Your Advertising Should Move Prospects Toward Your Products

By **Harold C. Hood**
Field Editor

THE most successful sales programs are made up of three elements which work together to achieve the final goal of selling goods and services to people who did not originally realize that they needed these items. The elements are advertising, sales promotion, and personal selling. In the L. P. gas business, nothing actually happens until somebody sells something. Advertising and sales promotion seldom make sales; their purpose is to precondition prospective purchasers so more sales can be made in less time by the people who are available for the final selling. In our industry advertising and sales promotion are aids to selling—they are not in any way substitutes for selling. Their function is to create the desire for the products which your company sells, and lead those in whom the desire has been created to your company.

Your Company Program

With those points clearly in mind, let us consider creating an advertising program for your company.

First of all, your company must have an identity that can be recognized. It must have a name, and this name must appear in all forms of advertising that you use. As an aid to recognition of this identity, the company name should appear always in the same form and if possible in the same color or color combination. Greater attention value may be add-

ed by a distinctive design, and the effect of this can be heightened if the design is personalized, or given the appearance of life. These designs may be used to identify a single business or an industry.

For example, the electrical industry uses Reddy Kilowatt as an industry design or symbol, and a great many of the dealers handling electrical products use Reddy to tie their business in with the electrical industry. The gas industries, both utility and L. P. gas, use the clean blue flame as the industry symbol, and a great many utilities and LPG dealers incorporate the flame in the design of their company identifications. This has its advantages: the use of the industry symbol in the names of many industry companies enables each company to borrow some of the benefit of the advertising effort by the other companies.

The company identification may incorporate the industry symbol, but in other respects it should be individual and distinctive. Around this company identity is built a reputation, and a public acceptance of the company and its products as dependable, making a worthwhile contribution to the lives of its customers. The development of this attitude toward the business may be aided by advertising, but it comes basically from the kind of people who are in the company, and the way they do business. Advertising to aid in this company identification and reputa-

tion building is called "institutional advertising." Some companies buy advertising space in publications, or time on the air, to sell their company to the public. Few LPG companies are in a position to do this profitably, although we will see more of it in the future as the companies become larger and more of them offer their stock for sale to the public.

Copy Should Sell

At the other extreme of advertising is copy which is designed to sell merchandise without the intervention of a personal salesman. The best example of this type of advertising is the mail order catalog, or the mail order offer of a single item which the reader is urged to purchase by mail. This kind of advertising must do a terrific job, creating the desire to own and motivating the reader to take the steps necessary to purchase. The LPG dealer will have little occasion to engage in this type of advertising, but that which he does in other than institutional ways should borrow from the mail order technique enough of its "oomph" to create desire, and to motivate the prospect to do what you want him to do.

Now, exactly what do you want and expect your advertising to accomplish? Basically you want it to locate prospects for the use of your gas, and lead them to disclose that desire to you. In the process it may be necessary to plant in their minds

the desire for the benefits which the use of your gas will add to their lives—the comforts and convenience and freedom from drudgery which modern appliances bring to modern housekeeping and homemaking.

Advertising can also be used to show prospects that it is possible, and even convenient, for them to purchase these aids to modern living, and that your establishment is the place to find them.

These are the specific jobs that advertising can do best, and in so doing can relieve your sales staff of a great deal of time-consuming missionary work. Your advertisements are the salesman's sales story, multiplied many times and reaching a great many more people than the salesman can see personally. Out of this mass of humanity, some will be influenced to the point that they call at your store, write a letter, mail a coupon, or telephone to ask a salesman to call. Others will be given the idea, but are not yet sufficiently interested to act. Still others will not be affected at all. The advertising should be aimed to select the "live prospects" from the "deadwood," so the sales staff may spend its time where there is a good chance of making sales.

To be effective, advertising should be continuous. The experts tell us that the human mind has a marvelous ability to forget. Unless the individual has some personal reason at the moment to remember an advertising message, the chances are very strong that it will not create a clear memory. But some day that same person will have a problem, or will receive a clear impression from some other source regarding the desirability of what you have to offer, and then your message registers strongly and gets action.

No Shotguns

Another point that is emphasized by the experts is that the "shotgun treatment" in advertising does not pay. While your standing advertising, like that in the classified telephone book, should give a good overall picture of what you do, your running advertising should be specialized so it features one line at a time. And all of your running advertising at that time should be beamed on the same subject. It might be clothes dryers in

March, heating plants in August and September, ranges for Christmas, and refrigerators at the beginning of the Coca Cola season, but during that period your direct mail, newspaper ads, radio, or whatever media you select should all talk about the same thing. You may even increase the effectiveness of one media by calling attention to it in another, as for example boosting your radio spot in your newspaper and direct mail ads, and using part of your radio commercial to call attention to a news story that the paper prints for you because you called the editor's attention to something that would interest a large group of his subscribers. Advertising agencies recommend this practice as a means of getting more results out of the advertising dollar.

United We Profit

"Group advertising," in which all the dealers in a certain commercial area cooperate in creating and financing a series of advertisements for their mutual benefit, is coming more and more into use. The plan has been used very successfully by the Gas Institute of Greater Miami, and on a smaller scale by groups in Pennsylvania, southern California, and possibly in other places. This type of advertising is obviously promotional, not institutional. Each dealer must still create and maintain his own identity in the business, but by joining with the other dealers in a promotional campaign for the benefit of all, a much larger and more impressive job can be done without increasing the advertising cost normal to each business.

L. R. Chandler, sales manager of one of the companies that make up the Gas Institute of Greater Miami, quotes the following hypothetical example to explain the thinking that led to the formation of the institute: Suppose that there are 10 dealers in a trade area, all approximately the same size, and all spending approximately \$1000 per year for advertising. Assuming that each spends \$500 for the necessary institutional part of the company's advertising, there is \$500 left for each company to spend in promoting the use of gas. The advertising that could be bought with that \$500 would be practically lost in the welter or larger newspaper

copy or more attractive radio programs. But if all 10 dealers pool their general promotion budget, they have a combined fund of \$5000, which will buy a really effective advertising campaign. By using an industry symbol as part of this joint advertising, and incorporating the same symbol in the individual advertising of each company, L. P. gas becomes a standardized commodity supplied by a large and important industry. All the dealers get the full benefit of the \$5000 joint campaign, to which is added the results of their individual expenditures of \$500 for institutional, and each dealer has bought \$5500 worth of advertising for \$1000.

If you are handling lines of appliances that are nationally advertised, the manufacturer will no doubt offer you tie-in material in the form of window displays, newspaper ads, radio spot announcements, and possibly direct mail pieces. Since the effectiveness of advertising mounts as the number of impressions increases, it is good strategy to tie in with these promotions as your budget permits and your judgment dictates. Every appliance manufacturer would like to have you spend all of your available funds promoting his particular product, and most of them will even pay half of the bill, but it will be necessary for you to exercise your "won't" power in the interest of building a balanced business. The only way you can be fair to the manufacturers whose products you handle is to be fair to yourself, and use your advertising funds to build a balanced business.

Investment For Business

Advertising must be considered as an investment that is expected to result in increased business. It shares in many respects the burden of your sales promotion activities that are carried on at the same time. The two are so closely related that they are ordinarily planned together, and financed out of the same fund. Many operators set up a joint budget for advertising and sales promotion, building the programs to get the utmost possible value out of a carefully integrated advertising, sales promotion and sales program, planned and scheduled in advance.

Six Guiderules For Budgeting Your Advertising Dollars

You can use any method—including one of six discussed here—in setting up your advertising budget, but advance planning is essential.

PROPERLY setting up your advertising budget is of utmost importance. Many small businessmen have spent their way into the poorhouse by going overboard in their advertising expenditures. Others have taken a back seat to more progressive men in the area by not allotting enough funds for advertising.

As soon as local newspapers, radio stations, and other advertising institutions learn that you have ready cash to spend to get your sales message before the public you will be hounded by persistent ad salesmen. Each is sure that his method of selling your product is the best for your particular operation. It is obvious that you don't have enough money to use all the media offered, and if you did you wouldn't live long enough to get your money back in the form of increased sales.

Scattergun Won't Do

Nearly all successful LPG dealers agree that advance planning of the advertising outlay is essential for profitable advertising. They admit that some apparently successful dealers have no systematic method for allotting funds for advertising, but attribute the success of these few to their being in a good territory.

There are several methods that are being used successfully to establish this budget, and one of these can probably be tailored to your operation. Because no two LPG dealers operate under exactly the same conditions, it is impossible to lay down one hard and fast budget-determining system for all operations.

Perhaps the most commonly used basis for arriving at a figure is a certain percentage of the past year's gross appliance sales. This may range from 1 to 5%, and higher for newcomers to the industry who are striving to get established in a community. The average is approximately 2%. Assuming that this figure is decided upon, a company grossing \$100,000 a year will have \$2000 to divide among local newspapers, radio stations, direct mailings, and other advertising media it may choose.

Based on Future Gross

Ambitious dealers who want to surpass their previous year's sales frequently budget their advertising based on a percentage of expected gross. Here again the 2% figure appears to be the most popular. This method of allotting funds requires more skill, and care should be taken that you don't overestimate your future business.

Robert Arndt, partner in a busy advertising agency in Philadelphia that handles several gas company accounts, suggests that the budget basis be 3% of anticipated gas sales and 5% of expected appliance sales. This latter does not reach as deep into the dealer's pocket as it would appear, however, as 50% of appliance advertising is often borne by the manufacturers.

Mr. Arndt suggests another method for establishing your budget. His plan takes into consideration a reasonable expectancy for new customers during the fiscal period. He points out that experience of the industry indicates

that it costs, on the average, \$5 for each new customer. Simple arithmetic shows that the budget may be established by multiplying the number of expected new customers by \$5. If your goal for the year is 100 new customers, your budget is \$500.

Still another method is suggested by Mr. Arndt. You may establish what you want as a gross profit and figure back from that point. For example, if you want a \$6000 gross profit, you must do \$18,000 worth of volume at one-third margin which allows, at 3%, \$540 for advertising. You can also put an additional pad for advertising in your price for fuel and appliances if competitively you feel you can make it stick within your community.

Unit System

Another method which has proven satisfactory in several instances in the LPG industry is the unit method. Using this system, you simply appropriate a certain amount for each range or water heater or bulk tank that you plan to have on hand during a certain period. You should have a good idea how much advertising was necessary in the past to move each of these units, and multiply this figure by the number of units to establish your budget. This method is very widely used in the automobile industry.

There are other systems for determining the advertising budget being used successfully by dealers throughout the country, but these six methods appear to be the most popular. With minor changes at least one of these can be effectively adapted to your operation. By using such a system your advertising will be better organized, necessary funds will be assured when needed, and your campaigns will be geared to your operation.

Whatever system is adopted, let it be a system, and not a haphazard buying of advertising space or time whenever the urge happens to strike! The amount of money to be spent on advertising should be as carefully planned ahead of time as are the salaries of your sales people. Both represent expenditure for vital factors in any LPG appliance program.

LP-Gas, A Modern All-Purpose Fuel, Recognized As The Best For All Needs, Is Supplied by The Oregon Hydro-Gas Co.

This service industry furnishes this economical fuel to bulk users located in seven Central Oregon counties — A complete line of appliances for its use are available—Modern metered gas trucks make regular route deliveries

By R. KENNETH EVANS

LP gas, a modern all-purpose fuel, recognized as the best for all needs, is now being supplied to bulk users in seven Central Oregon counties by the Oregon Hydro-Gas company with gas supply storage and operations maintained in both Bend and Madras. LP gas (liquefied petroleum) is the "heart" of natural gas and burns with a light blue flame that is clean, and leaves no soot. It cooks faster than any other comparable fuel known, and it has a higher BTU content than natural gas. It is faster than natural gas in burning kerosene, wood or coal. It is the most advantageous fuel by using other fuels as soot, ash, and

each range of mountains on the west. North, these service trucks go as far as Shanks and to Che- mulat and Silver Lake and the trade territory, on the south. This embraces a 7-county region in Central Oregon. The majority of the hundreds of bulk-gas customers have storage tanks for 500 gallons. The company has maintained such a reliable service record that most of these customers have authorized a "keep-full" arrangement with the company. This is an economical arrangement for both the customer and the operators of Oregon Hydro-Gas, as it relieves the tank-checking burden and contributes to a economical de-

LP Gas

features clean, convenient heating

CENTRAL heating improves year 'round family health and comfort. About three years ago, Matthew Pochedly, Portage County, switched over from coal heat to a LP (liquefied petroleum) gas furnace in his farm home. Mrs. Pochedly is especially pleased with the extra convenience. She marked, "How glad I am that we don't have to shovel coal and carry ashes. Now there's no question about who will fix the fire at night."

What is LP gas? You may know this fuel as bottled gas, tank gas, butane or propane. Most of it is obtained from plants processing natural gas. To ease transportation and distribution, the gas is liquefied and placed in sealed pressure containers. A dealer delivers the gas to you in or fills your tank.

keys and 60 head of Holsteins. By using gas in bulk amounts, this family believes it's an economical fuel for heating their home. Since their dealer keeps their tank well filled, they find the fuel reliable. The Pochedlys value the convenience, cleanliness and dependability of their LP gas heating system. When making a choice of fuels, other factors to consider in addition to operating cost are the initial price of equipment and the installation cost.

Plan Heating System

A central heating system is a large investment. If you are planning for next winter, it's not too early to begin. Furnaces may be installed in homes without basements. Compare heating equipment and choose that which meets your needs. After all, you'll want the best.

Become acquainted with your newspaper editor. He'll be glad to run interesting stories on LPG and appliances, and these articles have a great deal of drawing power.

Rural Rather Than City Newspapers May Bring Better Advertising Results

AFTER deciding how much is to be spent for advertising, you are faced with the complex problem of where to spend it. What are the most effective media for your particular operation?

Volumes have been written on this subject. There is much controversy in professional advertising circles as to which is the best medium for a specified purpose, so it is no wonder that you may be perplexed when faced with this question. There is no rule that says radio is best for selling ranges in the summer and direct mail is most effective for a winter heater campaign. Also, that form of advertising that Dealer Jones finds most effective may be completely useless in Dealer Smith's territory. Perhaps the most useful rule is *Limit your advertising as nearly as possible to your present or potential trade area. Select the channel that reaches most of the regular and potential customers within this area.*

Many means have been used for determining which media conform to the above rule, and these will be discussed in another section of this issue. Right now, let's look at the various media available for promoting appliance sales and compare the advantages and disadvantages of each.

PROBABLY more people think of newspapers than any other medium when advertising is mentioned. Several dealers throughout the country who were interviewed for this issue of BPN report that for years newspapers have afforded them the closest contact with their customers and prospects. Whether or not the same holds true for your operation depends upon several factors.

First of all, is the newspaper in which you are considering advertising primarily a rural paper; or is its greatest circulation in the city where piped gas is available? If the latter is true, you'll be paying a high price to sound your sales message on deaf ears. Of course, the circulation figures of such a newspaper are impressive, and the cost per reader may be very low, but the majority of readers may not be in the market for your goods or services, so the cost per prospect may be very high.

It is generally possible to pick the newspaper that is read by the great-

est number of people in a position to use LPG. You can get some of the information necessary to determine which paper this is from the Audit Bureau of Circulation, an independent organization which compiles accurate reports of newspaper circulation. These may be obtained from your local library or from any newspaper space salesman. These reports will help you determine the number of persons reading a particular paper, what percentage of these live in the city, and what part live in the rural sections.

By advertising in the rural papers, you can reach those people who do not have the opportunity to "store-shop" as do their city cousins. In place of window shopping they browse through the advertisements in the paper. Generally, people in the country read their newspapers more thoroughly, and more members of the family are exposed to your advertising message. Rates in the rural papers are considerably lower than in

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metropolitan papers, and \$25 expended in one of them will give you quite a spread.

When is the most effective time to advertise in the newspaper? Again, this depends largely on the conditions in your particular location. If you operate in a section where many people make their living from salaried jobs, try to time your ads so that they fall on or shortly after payday. More sales will result when the people who read your ads are not sweating out their next pay-check.

Plan your most potent ads for days when people in your community are going to be home and will have leisure time to read the newspaper. Legal holidays, Sundays, and days of inclement weather are good times to run your ads. If your territory is a one-crop farming community, you will waste your money on ads during planting and harvesting seasons.

For years Saturday has been the day set aside by country residents for their weekly shopping trip to town. It's a good idea to have your sales message fresh in their minds at this time. This can best be done by saving the strongest appeal of your weekly advertising for Friday.

A repetition of small ads usually gets better results than allotting your entire week's advertising funds to one spread. The more times your name appears before your prospects the more likely they are to remember you when they get ready to buy.

Care should be taken in making up your ads. Odd shaped ads—triangular or oval, for example—usually get more attention than do the commonly seen rectangular ones. Ad mats are frequently supplied by appliance manufacturers. The National Council for LP-Gas Promotion and Beals Advertising Agency of Oklahoma City are two other good sources of mats. These contain professionally written copy and generally carry a strong sales appeal. It is to your advantage to use them.

One more tip—look up your local newspaper editor and get acquainted. He'll be glad to run any interesting stories on LPG and appliances that you furnish. People are interested in novel uses and features of gas, and this free advertising has a great deal of drawing power.

Repeating small ads often usually brings better results than running one large ad once.

Automatic Gas Heat

FOR HOMES OR STORES

Coleman

LP-Gas Floor Furnace

SITS IN FLOOR—NEEDS NO BASEMENT.



NO WORK, NO ASHES, NO DIRT.

GIVES AMAZING "WARM-FLOORS" COMFORT

"WARM-FLOOR" COMFORT

In 4 to 8 rooms

Our Trucks and Service Cars are controlled by 3-Way Radio for faster, more efficient delivery.

LP Bottled Gas • Heating Systems • Fuel Oils • Appliances

For Free Estimates Call

R. B. SAHAGEN & CO.
BOCHDALE RT. 24

Tel. Lab. 6071 or 3741

At Anderson Hardware

RENT Propane Gas Tanks

FOR HOUSE HEATING
\$2 per month



HERE IS HOW IT WORKS

First Year rental is \$25 plus \$25 installation cost.
Second Year and each year thereafter rental is \$24.
All rental payments may be applied on purchase of tank at any time within 3 years.

No Premium Charge for Gas

Largest Propane Gas Tank in State

Anderson's maintain the largest propane gas plant in the state of Nebraska. Anderson's special trucks regularly service Propane and bottle gas users throughout Lancaster County and towns of Ceresco, Greenwood, Milford, Seward, Crete and Valparaiso.

Heating Equipment

Anderson Hardware have a complete line of Coleman Floor and Wall Heaters; Siegler Room Heaters and Basement Pipe Furnaces, Propane and Natural Gas. Free estimates gladly given.

CALL BILL PETERSON

ALSO BOTTLE GAS FOR COOKING

Approved bottle gas installations for Cooking, Water Heating and Refrigeration. \$10.00 Natural gas ranges easily converted for Bottle Gas use, and we have gas service men qualified to do this for you, at no extra cost.

ANDERSON

HARDWARE & PLUMBING CO.

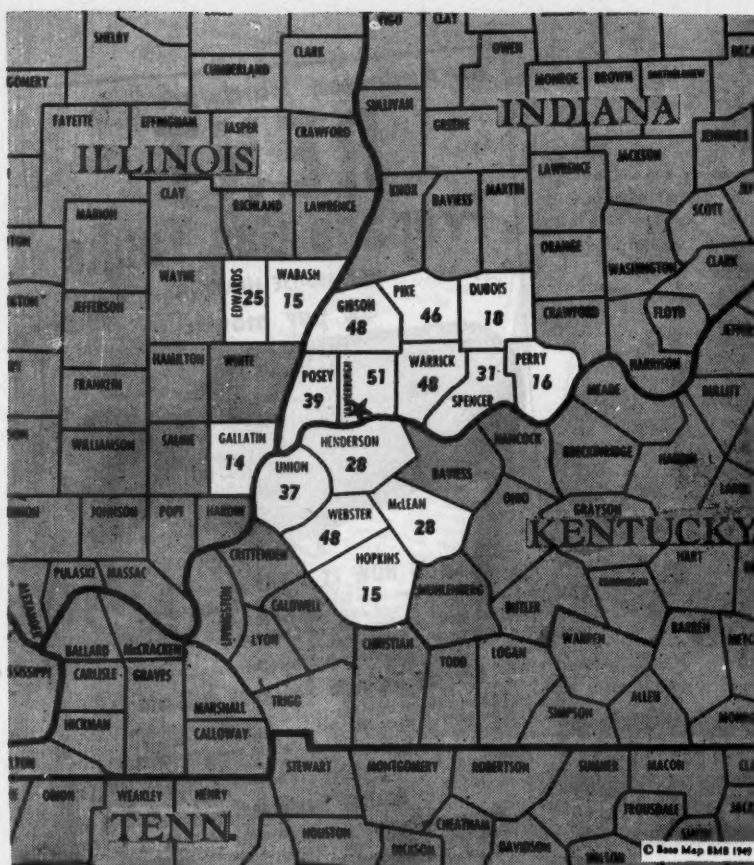
OPEN THURSDAY AND SATURDAY NIGHTS
VICTOR ANDERSON, Pres.

615 HAYLOCK AVENUE

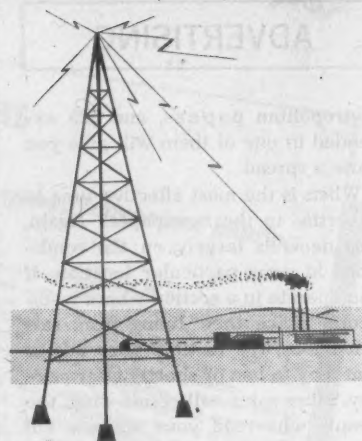
MOBIL-FLAME
Dependable
BOTTLED GAS SERVICE
for

Cooking, Water Heating, Refrigeration
COUNTRY HOMES GAS CO., INC.
Danbury Rd.
Norwalk 6-3480

BOTTLED GAS
Tri-State
Propane Gas
PLUMBING & HEATING
HOME APPLIANCES
25th & B Streets
South Sioux City, Nebr.
Phone 4238



Coverage maps show what territory is covered by a particular radio station. If a large number of your prospects live in that area, that station might be a good advertising medium for your operation.



More LPG Prospects Will Be Reached By Radio Stations Catering To Rural Residents

RADIO advertising is widely used by LPG dealers, and in many cases it has proven very productive. Surveys confirm the fact that rural residents have their radios turned on more hours per day than do city dwellers. People often purposely avoid advertising material in newspapers and direct mail pieces, but few bother to get up and turn off the radio before, during, or immediately after their favorite programs when commercials are broadcast.

As with newspaper advertising, the radio station with the largest coverage is not necessarily the best for your purpose. The station that you want to patronize is the one that is tuned in by the largest number of people who are in a position to use your service in the area that you are able to serve.

Audience surveys and station rat-

ings, such as Hooper ratings, are available to help you determine which station is most suitable for spots or programs. Coverage maps will show you what territory is covered. Figures on the audiences reached are available from media salesmen or may be found in your local library.

Certain stations cater to farm families and other rural residents. Stock and grain reports, farm hours, etc., make these stations the most popular with the people who are the most likely to buy LPG from you. As a rule, time costs less on these than on big city stations, and your advertising reaches a greater number of prospects.

There are two types of radio advertising. One consists of sponsoring programs or short broadcasts. The other is the use of spot announce-

ments between regular programs. The latter is generally considered more practical and economical for the average LPG dealer. Large distributors and utilities can afford to sponsor expensive programs because of the public relations benefits realized, but the limited funds of the small dealer will go further when spent for spots. As in newspaper advertising, where small repeated insertions are more effective than lavish spreads, many spots sandwiched in at strategic points throughout the day's radio programs bring in more prospects than a costly sponsored program.

Timing is very important in using radio spot advertising. Select your time according to the group you hope to reach. If you're appealing to the housewife with an apron give-away campaign, mid-morning or mid-afternoon will usually find her listening

ADVERTISING

to her favorite women's program. If you're concentrating on the farm population in one of your promotions, you'll find that the early morning breakfast hour will be a good time.

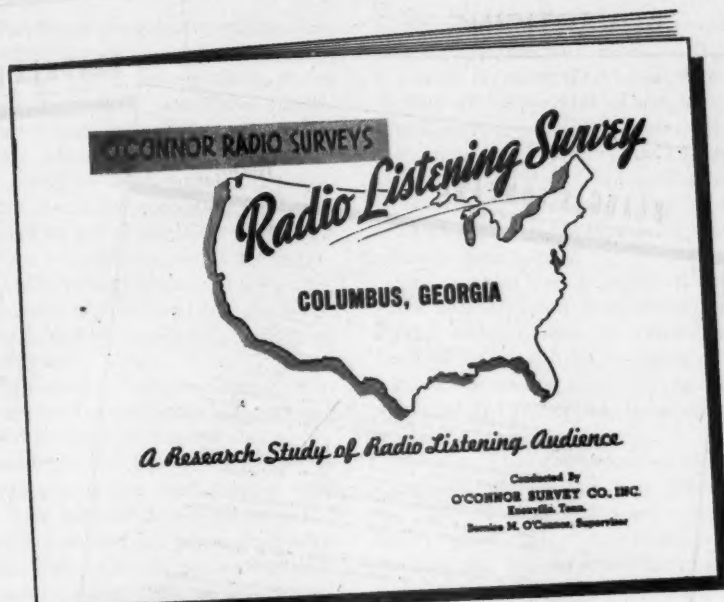
If you're directing your message toward the men of the family, an entirely different schedule may need to be followed. Catch them at breakfast in the morning, or at lunch at noon. Those who commute to work frequently have their radios turned on to and from their place of work. Dinner time and shortly afterwards is another good time to deliver your message to the men.

Be careful in selecting advertising time so that it does not conflict with popular programs on other stations or on television. Don't try to buck the old established family hours, let them work for you. Spots timed to be heard immediately before or soon after these big drawing cards are good investments.

As in all types of advertising, effective copy is important. If you are writing this yourself, you can get help from books on the subject. These may be obtained from the local library, and will explain the tricks of effective announcements and scripts. The fundamentals of effective copy writing will be outlined in another section of this issue.

Advertising authorities report that too many businessmen make the mistake of allotting the majority of their advertising to slack times in the hope that sales will be brought up to par. They point out that this just does not work! Dollar for dollar, the advertising used during peak sales seasons pays off in greater sales volume. Capitalize on the fact that people are in a mood to buy. If people do not have the money, or for other reasons have no inclination to buy, no amount of advertising will help. This does not mean that you should stop advertising during slack periods. Just don't slacken your advertising during periods when merchandising is rolling along smoothly.

Audience surveys are available to help determine which station is most suitable for advertising, and which times are most advantageous.



RADIO LISTENING SURVEY

PROGRAM AND AUDIENCE RATINGS OF COLUMBUS, GEORGIA RADIO STATIONS
PERIOD: 12:00 PM TO 1:00 PM — SATURDAY — MARCH, 1951

TIME PERIOD	STATION CALLED	SETS IN USE	WKMG		WVGL		WJLA		FM & OTHER STATIONS	
			\$ OF AUD.	PERCENT. PROG.	\$ OF AUD.	PERCENT. PROG.	\$ OF AUD.	PERCENT. PROG.	\$ OF AUD.	PERCENT. PROG.
12 PM - 1:00 PM	1823	22.0	22.4	9.1	22.5	10.7	22.5	10.7	4.6	1.5
6 PM - 10:30 PM	1445	22.4	20.5	6.8	22.6	8.0	22.6	8.1	11.4	2.6
TOTAL	3268	19.9	29.5	5.9	24.6	6.9	29.5	6.6	7.9	1.5

RADIO LISTENING SURVEY

PROGRAM AND AUDIENCE RATINGS OF COLUMBUS, GEORGIA RADIO STATIONS
7:00 AM - 9:00 PM — MONDAY THROUGH FRIDAY — MARCH, 1951

TIME PERIOD	STATION CALLED	SETS IN USE	WKMG		WVGL		WJLA		FM & OTHER STATIONS	
			\$ OF AUD.	PERCENT. PROG.	\$ OF AUD.	PERCENT. PROG.	\$ OF AUD.	PERCENT. PROG.	\$ OF AUD.	PERCENT. PROG.
7:00 AM	200	18.0	22.5	7.5	22.5	2.5	22.5	1.0	22.5	1.0
7:15 AM	200	19.0	22.5	10.5	22.5	2.0	22.5	2.5	22.5	2.5
7:30 AM	200	17.5	22.5	8.5	22.5	6.0	22.5	14.5	2.5	2.5
7:45 AM	100	17.1	22.5	8.5	22.5	6.5	22.5	17.7	2.0	2.0
8:00 AM	200	27.4	22.5	11.4	22.5	9.0	22.5	25.8	7.0	7.0
8:15 AM	200	28.5	22.5	9.0	22.5	6.0	22.5	27.7	8.5	8.5
8:30 AM	200	28.5	22.5	9.5	22.5	7.5	22.5	28.3	7.5	7.5
8:45 AM	200	28.4	22.5	10.5	22.5	9.5	22.5	28.5	8.5	8.5
9:00 AM	200	20.0	22.5	7.0	22.5	8.0	22.5	28.5	8.5	8.5
9:15 AM	200	21.9	22.5	8.9	22.5	8.5	22.5	28.5	7.5	7.5
9:30 AM	200	20.5	22.5	7.5	22.5	8.5	22.5	28.5	8.0	8.0
9:45 AM	200	19.5	22.5	7.0	22.5	7.5	22.5	28.5	8.0	8.0


ADVERTISING

BLAUGAS COMPANY
FORMERLY - OHAMA BLAUGAS COMPANY

Blaugas SERVICE

June 18, 1953

You can banish this for 34 an hour



Dear Customers:

As a Blaugas bulk gas customer you will be interested to know that you can now get the new Automatic Roper Clothes Dryer. They are on display at the Blaugas plant in Omaha or at your nearby Blaugas dealer.

The Roper dryer is the finest fully automatic clothes dryer and it changes wash-da y blues, banished lifting — exposure — sooty clothes, and old fashioned pins — lines and poles. And YOU CAN OPERATE THE NEW ROPEY DRYER FOR ONLY 34 AN HOUR.

See this dryer now — ask for a free demonstration — see the outstanding advantages of the Roper Dryer and what they will mean to you.

Why put up with back-breaking drudgery, weather uncertainty and disappointing results of old fashioned clothes drying.

Your Blaugas Company and your nearby Blaugas dealer cordially invites you to see this convenient Roper Dry-Air gas clothes dryer today.

It's a product of the manufacturers of America's finest gas ranges.

Buy now — Pay later. No money down and FREE with the purchase of the Roper Dryer you get a \$40.00 Gas Credit plus a 68-piece Towel Set valued at \$29.95.

Blaugas, the favorite in home
The finest in service and
Efficient year round delivery
Blaugas for dependable

Enclose
Incl

BLAUGAS COMPANY
FORMERLY - OHAMA BLAUGAS COMPANY

Blaugas SERVICE

BLAUGAS SERVICE

IN
Casey, Iowa and surrounding areas --

ANNOUNCING

The Square Deal Oil Co.
G. A. Walters

in

Casey

the authorized Blaugas dealer,

Call The Square Deal Oil Co. -- Phone 56 or 70

for BLAUGAS BOTTLED GAS SERVICE.

BLAUGAS BETTER SERVICE

BLAUGAS COMPANY

Direct mail advertising can bring
you a high percentage of interested
prospects if you make and use . . .

A RELIABLE DIRECT MAIL LIST

WALK! DON'T RUN!

WE HAVE THEM
RANGES (large selection) WATER HEATERS, Etc.
Mobil-Flame Bottled Gas
ARE YOU READY FOR SPRING?

COUNTRY HOMES GAS CO.
Norwalk-Danbury Road (Route 7) - Tel. 6-3488 - Norwalk, Conn.
(Mile Beyond North Parkway)

WAIT ???

WHY ???

PRICES LOW! STOCKS COMPLETE!

Ranges - Water Heaters - Space Heaters
Refrigerators

COUNTRY HOMES GAS CO., Inc.
DANBURY RD. (Route 7) NORWALK, CONN. Tel. 6-3488

MOBIL-FLAME BOTTLED GAS

Britt! ... Why?

Act Now for Winter Kitchen Comfort
NEW GAS RANGE! ... WATER HEATER!
SPACE HEATER!

MOBIL-FLAME BOTTLED GAS

COUNTRY HOMES GAS CO., Inc.
DANBURY RD. (Route 7) NORWALK, CONN. Tel. 6-3488

Continuous, Dependable Service to This Community for Over Twenty Years

YOU WILL SEE LP-GAS ADVERTISED IN LEADING FARM AND HOME PUBLICATIONS!

"Makeshifts" Won't Do! . . .
**ONLY an LP-GAS
WATER HEATER**

can give you a..
**Continuous
HOT WATER
Supply**



No waiting for more water to heat! No delay when washday comes either! An automatic LP-Gas water heater is FAST . . . keeps up with every modern living hot water demand . . . automatically . . . economically!



"Please, Joe, try to keep the lather away from the egg."

OUR GAS IS LP-GAS AT ITS BEST! . . .
CALL US FOR DEPENDABLE GAS SERVICE!



DIRECT mail is the most easily controlled of all media. Several dealers recently approached for their opinion of the most effective type of advertising named direct mail. The number of people reached by this means is, of course, much smaller than the masses reached by newspapers and radio, and the cost per person reached is considerably higher. But studies show that the number of prospects developed per hundred people contacted is much higher.

The secret of a direct mailing's success lies largely in the mailing list used. The best way to get a good one is to build your own. There are many others available, some good and some very poor. Always check the reputation of the source from which you buy a mailing list. One dealer reports that a list for which he paid a premium price contained nine names in the same family, seven of which were children under 18 years of age.

You can make up a usable list from the phone directory in most parts of the country. Addresses listed usually indicate whether the person is a country or city dweller. Prospects whom your salesmen have canvassed are often good direct mail prospects. Cooking schools and raffles are good sources of names for a mailing list. If the person registering for either of these lists the type and age of all appliances in her home, the list can be made even more selective.

Direct mail pieces should be carefully printed, and should carry a personal message to the receiver.

Appliance manufacturers appreciate the value of this type of advertising, and many have mailing pieces made up for your use. These generally contain the best that top advertising men can prepare, and should be used as frequently as possible. They cost little or nothing when obtained from a manufacturer with whom you do business. When material is furnished by the manufacturer, the name of your company should be neatly and prominently stamped on each piece.

Eye-catching art work pays off in direct mail advertising. It may mean the difference between the piece being thrown in the waste basket or being completely read. Mailers may be more detailed than newspaper ads, but they should not be crowded with type. Slogans or distinctive emblems of your company may be used to advantage on mailers.

Direct mail letters that are prefaced by "Dear Mr. Jones" are considered by advertising people to have a more favorable effect and draw a higher response than ones with a multigraphed "Dear Sir." The personal touch is also more effective in the address on the outside of the envelope than the impersonal "Boxholder." Calling the prospect by name costs somewhat more, but the resulting boost to his ego has been found to be worth more than the extra cost.

The value of direct mail is attested to by the fact that the majority of dealers interviewed for this issue reported that they use stuffers in most correspondence to customers. It is a good idea to keep a supply of these

handy around the end of the month and enclose one with each bill that is mailed. By using direct mail as indicated above, several of the long-established companies report that they have been able to secure a large percentage of their appliance sales from existing customers rather than from people who have no gas appliances in their homes.

One point to keep in mind: If you have recently sold Mrs. Smith an Alpha water heater, be careful to leave her name off the list when you send out a mailing propounding the superior points of the Beta water heater.

Because of the great variance in the quality of mailing lists, it is difficult to establish what might be considered a "good return" on a mailing. A mailing to a non-selective list might develop not more than 1% of active prospects. This is certainly not very good. The same mailing to a list of carefully selected prospects from your own records, and known to be living without the convenience advertised in the mailer, may bring in as high as 8% or even 10% of interested prospects.

Accurate evaluation of these campaigns is very difficult, as it is not always possible to trace each customer back to the influence that caused him to express his first interest. For example, a customer may have built up his desire from the cumulative effect of several forms of advertising, and now and then there will be people coming in who did not receive your advertising direct, but heard about it through friends.

The image shows three overlapping direct mail pieces. The leftmost piece is for a Roper Gas Range, featuring an illustration of the range and text: "You deserve a new **ROPER GAS RANGE**", "For Carefree Performance Through the Years", "as low as **\$13900**", "No Cash Down — 18 Months to Pay", "All Styles and Sizes", and "BLAUGAS CO. 4320 North 27th Street PL 5000". The middle piece is for the General Gas Company, featuring a portrait of a man and a speech bubble saying "Say...I have something to tell you about a special friend of ours!", with the company name and address "General Gas Company Iowa Falls, Iowa" at the bottom. The rightmost piece is for LP-Gas, featuring an illustration of a woman and text: "LP-GAS gives you MORE Hot Water at LESS Cost!".

ADVERTISING



Outdoor signs must be strategically located if their purpose is to be accomplished. Their messages should be short and catchy so that passing motorists may read them at a glance and remember them.

LOCATION Is Of Prime Importance When Outdoor Advertising Is Used

WITH direct mail, the results of the advertiser's efforts depend largely on the mailing list used. In outdoor advertising, locations of signs and billboards largely determine whether or not the advertising will draw. Billboards are designed primarily for the purpose of attracting the attention of passing motorists and passengers, and billboard rates are based on the number of cars that pass the spot and are able to get a good 'impression.'

With outdoor advertising your goal is the same as with other forms of advertising: to reach the greatest number of people within your trade area who are in a position to use your products and services. Billboards should be located on the main arteries into town and should face traffic approaching your showroom. The most effective ones are placed where they are most easily seen and where they are in the driver's sight for the longest period of time. Billboards placed on the outside of curves where traffic must slow down are particularly well located.

The heavier the traffic on a highway the more suitable it is for placing a billboard. Figures of actual numbers of cars passing may be obtained

from the Traffic Audit Bureau or from your local traffic planning committee. Or you may take a hand counter and determine this for yourself when business is slow at the store.

Besides being located on busy highways, signs should contain colors that are easily spotted at great distances and should have eye-catching designs and words. The selling message is most effective if it is short and to the point. Seven words or less is considered ideal for billboard messages.

Outdoor advertising specialists point out that the greatest drawing power is generally had by the ad that carries a message rather than just listing names. *Natural Gas Service Beyond the Mains—Ligas* represents a more potent plea for business than just the name and address of the company. The simpler the message the better, because drivers don't have much time to read as they drive by.

When choosing a site for your sign, make sure that it is not clustered with other advertising. Locate it so that it doesn't have to fight for attention with other signs, your own or other businessmen's. Drivers passing a closely grouped row of signs usu-

ally notice the first in the line. The rest are little more than blurs.

The same rule applies for your place of business. Be careful that you don't clutter up your premises with too many suggestions to your customers and prospects. As they add more products and more services, some dealers display so many signs that the public is unable to absorb any of the ideas presented.

Dealers who have a limited allotment for advertising would do well to heed the advice of one sign specialist. He points out that several small signs, strategically placed, generally get more results than one large billboard. The ideal, of course, is to have both. The same principle of having your name repeated time and again—the idea that dripping water wears away the hardest rock—applies here as well as to newspaper and radio advertising.

Whatever types of signs you use, it is very important that they be well maintained. A fresh coat of paint will add greatly to the usefulness of last year's signs. Weeds and grass should be kept trimmed around the base of the sign for best effect. A sign that is shabby and unkempt frequently reflects a company as careless and ne-



The owners of these trucks are making use of one of their most effective advertising media, and it costs them no more than the price of the paint. Their rolling billboards are constantly before the public.

glectful, and rather than adding to your sales efforts, detracts.

Contracts for billboard advertising are generally of six months duration or longer. If you are contracting space for only six months, take the summer months whenever possible as outdoor advertising has its strongest pull at this time. People are outdoors more, are taking rides into the country and past your signs. Your signs are more noticeable on bright sunny days.

And speaking of billboards, what about your travelling ones? These are even more effective than the stationary ones. Your bulk trucks and the flat sides of your bottle and service trucks are naturals for effective outdoor advertising. They display your sales messages on the back roads as well as on the main highways. People on both sides of your truck receive the desired effect, and the attention-getting factor of motion adds to their value as an advertising medium.

Some dealers have followed the lead of public conveyance companies and mounted sign racks on the sides of their service and pick-up trucks. Interchangeable signs may be slipped into these and displayed over your routes. Seasonal and sectional requirements may be handled simply in this manner.

Other Media

THE preceding four media are probably the most popular with the LPG industry. Others which are used less are nevertheless important for certain locations and types of operations.

Television is an excellent means of showing the public what you have to offer, but frequently is too expensive for the average dealer to take advantage of and often does not cover the territory where he must sell appliances. If you are fortunate enough to be in a territory with good TV coverage and low advertising rates, it is worth trying out. The same general rules regarding selection of station and time that were discussed for radio apply here.

Classified telephone directories are perhaps the most universally used form of advertising in the industry. Rates are reasonable and almost all LPG prospects have telephones.

During the country-wide survey for this issue, several dealers interviewed expressed the opinion that more service business than appliance sales resulted from this type of advertising. They feel that the phone book ad does not initiate buying interest in the prospect, but rather serves to direct him to someone from whom he can buy an item that was suggested or necessitated from some other source.

Copy for the telephone book should

be large enough to permit the reader to see it quickly, and should be designed to identify the ad with the business. A picture of the company truck, or some identifying sign used on the trucks and buildings, is a valuable aid in helping the person searching through the directory to identify the business even though he may not recall the company name. A summary of the services and products available through the company should be included, and if funds permit the company ad should be repeated under all major classifications that apply, such as "Liquefied Petroleum Gas," "Appliances," and "Carburetors, LPG."

Local theaters provide a good medium in some localities. The per capita attendance in small town theaters is usually greater than in city theaters. The family is usually in a receptive mood when your product is flashed across the screen, and its modern design and eye appeal are displayed to good advantage. Make sure that the slides or film used are in good condition for, as in the case of outdoor signs, shabbiness reflects poorly on your company.

So-called "trailers" are available from appliance manufacturers and can be used as an effective ad medium. These short animated skits shown at the end of the regular feature at the local movie house are designed to be interesting to the viewers, and the sales message is usually sufficiently subtle that movie audiences enjoy their showing.

Effective Copy Is Essential To a Successful Advertisement

Volumes have been written on copywriting, and no two ad men agree exactly as to what constitutes good copy. Several basic rules, however, are universally accepted—simplicity, directness, consistency, for example—and should be used in writing advertising copy.

IN the foregoing sections, various types of advertising media have been briefly discussed and the advantages of each pointed out. However, no amount of careful media selection will assure a successful advertising program unless effective copy is written.

While the type of copy produced by leading advertising writers varies considerably, there are a few simple rules that are almost universally accepted by ad men, and these should help in the preparation of your copy.

1. Good copy should center around just one thought. If too many points are crowded into one advertisement, none of them are really effective.

2. Think of copy as an attempt to sell your products in print. Use the same arguments and stress the same points that you would if you were talking to a prospect in the store.

3. Talk the language of the people you are attempting to influence. If you use language which is too sophisticated, they won't catch the points you are trying to put across, and they will resent your show of superiority. The best copy writers in the advertising business use some of the simplest words and phraseology.

4. There should be one thought that stays with the reader after looking at the ad. It may concern the price, or the convenience, or some special quality feature of the merchandise being advertised, but whatever it is it should be emphasized.

5. Approach your sales message from the viewpoint of the prospect. Show him specifically how he will benefit from buying your range, or water heater, or refrigerator.

6. Coordinate each advertising

message with ads in other media and with the whole sales effort. Concentrate your advertising to accomplish a specific goal; don't use scattergun advertising!

Through years of experience, men in the advertising industry have learned certain tricks that give their ads more impact. These are simple, usable ideas that may be applied to your operation.

Use of Illustrations

The big advantage of the picture-and-caption technique is that it enables you to break down a complex story into easily digestible parts. It makes a newsy-looking layout, and your copy usually gets good readership, provided, of course, that the pictures have plenty of come-on, and that the copy really has something to say. Eye-catching pictures of modern, streamlined appliances will often draw the attention of the housewife or husband where solid text would be passed up. The same pictorial technique that has been used so effectively in some of the country's leading magazines—*Life*, for example—can be put to work to aid your sales efforts. Incidentally, the more action in the picture, the better attention-getter it usually is. Rather than showing just the range, for instance, show a pert housewife removing a pan of biscuits from the oven.

Catchy Words and Phrases

Too many ads are never read because there is nothing about the headline to attract the viewer's attention. A quick glance tells him that this is just another range ad, and

since he already has a range, he disregards it. But an opener that startles him, or challenges him without offending, generally is carefully read. Such headings as *Wanted* or *We Dare You* have possibly been over used, but they illustrate the type that draws attention.

Selective Appeal

By addressing your advertising message to a select group, you may not have as many people reading the ad, but the results from those who do are often gratifying. For example: *Do you mothers with school-age children find wash day a nightmare?* is a good opener for your pitch about the new washer-dryer unit you are handling. There is something more personal about an ad of this type, and the person to whom the ad is directed feels that you are taking a particular interest in her.

Hard to Believe

In your opener, make a statement that may sound hard to believe, and then proceed to show the reader that your statement is true. If you say that the water heater you are featuring during a particular sale can supply twice as much hot water as any electric water heater of the same gallonage, show pictures and give authentic facts that prove this is so. Figures from actual tests add authority to this type of ad.

Solve a Problem

Help your prospect solve a problem. Here again your message may be to a select group, but the interest

shown by these few will compensate for the small number. Perhaps your business serves a dairy-farming section in the northern part of the country. The cattle refuse to drink the near-freezing water in their drinking troughs, and as a result they are getting insufficient water for the desired milk production. In your ad, tell the farmer that your stock water heater is just the thing to solve his problem. Then enumerate the benefits to him that will result from his installing one in his trough. (Many an L. P. gas dealer has entered the house through the barn, by supplying gas for stock-water heating and later selling appliances for the kitchen.)

ADVERTISING

Testimonials

The majority of LPG dealers report that word-of-mouth advertising greatly aids their sales efforts. People frequently put more faith in what a friend or an unbiased member of the community has to say about an appliance than what they are told by a salesman. Testimonials, if they are authentic, constitute written word-of-mouth advertising, and bring welcome relief to the reader from the "sky blue" promises of the average ad.

There are many other effective means of attracting the reader's interest; the above methods are just a few that have proven useful. Copy is going to vary according to the media for which it is intended. Direct mail may contain much more detail than radio spots, newspaper ads, or billboards, but the basic principles described generally hold for all media.

Excellent professional help is available on copywriting from your local advertising agencies, and many good books have been written on the subject. Remember, unless your ads bring inquiries from prospects your money spent for expensive advertising space and time may be wasted.

Save at Old Stove Round-Up Sale Now Trade for '55 Automatic Plus **GAS** Range

cooler 4 ways

NEW LOW-HEAT SIMMER BURNERS. After bringing foods to cooking heat in a covered pan, a heat-saving, thimble-size simmer flame completes pot roast, vegetables and other foods.

INSTANT OFF HEAT. When you turn gas off, it's off. No retained, red-hot waste heat. Moreover, pans don't have to cover burners to prevent heat spilling around sides.

CLOSED DOOR BROILING. New gas ranges broil with broiler door tightly closed, letting insulation serve purpose for which it is designed. No door is left partially open, ever!

COMPLETELY INSULATED OVEN. Layer upon layer of insulation works miracles in keeping oven heat in the oven — out of your kitchen.

HAVE A COOLER KITCHEN. Save money, too. Trade for a new gas range at Annual Old Stove Round-Up Sale now.

modern gas cooking is

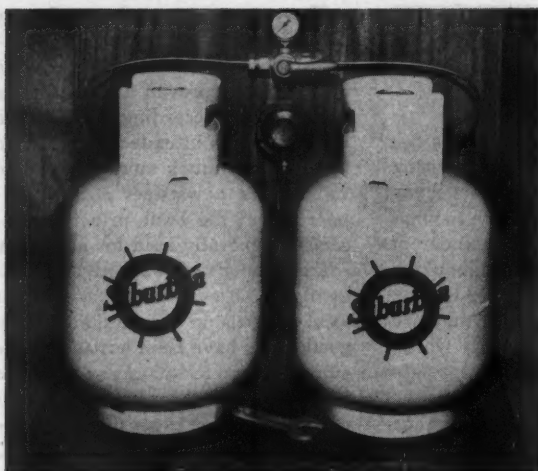
Automatic Plus

- cool
- fast
- clean
- safe
- flexible
- dependable
- economical — cooks for 1/2 cost of any other automatic fuel

In '54, more people than ever before are cooking with gas!

Annual Old Stove Round-Up Sale Now
Save at **GAS** Range Dealers and Lone Star Gas Company

This Old Stove Round-Up ad emphasizes one feature of the modern gas range—coolness. The message, simple and to the point, is stated without cluttering up the entire space of the ad.



An attractive emblem can be used to advantage by any gas company. By appearing on trucks, storage tanks, customer tanks, and various advertising media, it tends to identify different operations as belonging to the same company.

Emblems Identify Your Firm, Relate Advertising, Sales Promotion, and Service

A GOOD advertising program does not consist of many separate, unrelated endeavors to inform the public of the product that you happen to be pushing at the moment. Instead, every good advertising effort will inevitably contain "institutional" advertising even though its specific purpose is promotional. Every form of advertising used should help create a favorable impression of your company in the minds of your customers and prospects. The effect of each radio spot or each newspaper ad should be cumulative. You want people to think of your business when they think of gas or appliances.

One of the most effective ways of inter-relating your advertising—of assuring association between various media and between separate ads in

each medium—is to adopt a characteristic emblem or a distinctive advertising character. The use of this frequently opens up a new and wider field for advertising and sales promotion by providing an additional and novel source of ideas to put across sales messages.

Well known examples of successful advertising characters are Reddy Kilowatt of the electric industry and Handy Flame, the cheerful little flame-like character who is rapidly gaining in popularity as a symbol for reliable gas services in the gas utility industry.

Variations of the latter have been used by LPG dealers throughout the country with excellent results. One dealer reports that he has doubled his business since his Tommy Lin-Gas went to work for him five years

ago. This type of character, like a clever cartoon, has universal appeal. It gets more attention and is remembered longer than almost any other form of illustration.

W. H. Rohr Jr., creator of Handy Flame, describes his progeny as "a happy combination of humor, personality, and action; a character that not only symbolizes modern gas service readily, but sells the service in a personal, friendly manner... the way customers like to be sold." He claims that an advertising character is an excellent means of giving the entire advertising and sales promotion program greater continuity. It ties together every phase of each campaign, and ties each campaign in with every other one.

Handy Flame is a very versatile character, a personality of many moods. He assumes any pose necessary to illustrate almost any conceivable sales point. One company used him as a tactful representative to solicit payment on delinquent accounts. The first notice shows Handy tipping his hat as he reminds the customer, "Say, boss, you forgot my pay." If this notice is overlooked, a second one goes out. This shows Handy with tears in his eyes as he says, "There are only five more days."

As an example of the way this company lives up to its reputation as a friendly, conscientious company, following an appliance installation, the customer receives a card on which Handy tips his hat and asks, "Did we



Emblems combining the blue flame and the name of the company are widely used to good effect throughout the industry. These tend to tie together the service, sales, and advertising phases of the business.



Handy Flame is a versatile character and can assume many moods. Here he's happy. On delinquent payment notices, he appears very sad.

do a good job?" The card carries a business reply section with space for the answer.

Characters of this type are used to advantage in any type of advertising. They lend themselves particularly well to animated cartoon commercials for theater or television advertising. Used on direct mail and in letterheads on company stationery, they tell the reader at a glance, "Here is your friendly gas company again." The recorded voice of your character on radio commercials immediately ties them in with other phases of the company's advertising. Such characters promote a friendlier and more personal relationship between company and customers.

Emblems combining the well-

known blue flame and the name or motto of the company are widely used to good effect throughout the country, and tend to tie together the service, sales, and advertising phases of the business. Many dealers obtain stencils for their flame emblem and paint it on all bottles, tanks, and rolling equipment of the company.

Clarence Snow, manager of the Southern Utah Gas Co., reports that he feels that his company emblem has played an important role in the expansion of the business. The emblem consists of a blue flame, broken in the center for the company name which is printed in large block letters across the flame. This eye-catching emblem is stencilled on as much of the company's equipment as possible. Mr. Snow states that there is little doubt in the minds of those who see his equipment as to whom it belongs.

Consistent painting schemes also help to identify various equipment as belonging to the company. Successful dealers recommend that you select two or three distinctive colors, establish a particular pattern, and carry through with it when painting your trucks, tanks, and bottles. Besides identifying your equipment, a smart new paint job will reflect the progressiveness of your company.

One dealer carries the color scheme of his equipment through to his direct mail and stationery printing. He paints the lower half of all his signs, tanks, and trucks maroon, and the upper half white, has the lower half of his business cards and stationery maroon, and the upper section white.



Shortly after installation of any appliance, North Shore Gas Co. sends the customer a card. On the back the customer indicates whether or not the appliance is working properly, and mails the card back to the gas company.

Test the Drawing Power Of Your Advertising

ADVERTISING is an investment, and every good businessman attempts to learn as accurately as possible the return from each investment. For that reason, certain means of testing the drawing power of various media have been established.

Coupons appearing in newspaper ads are frequently a reliable check on the number of people who read the ads and are moved to action by them. By offering a small discount upon the presentation of the coupon, the dealer is in a better position to judge the effectiveness of the ad.

Frequently you hear a radio announcer, immediately after reading a commercial, say "Tell them I sent you!" This method may be used in determining the effectiveness of your appliance commercials. Naturally, everyone who hears a radio commercial and comes into your store as a result is not going to volunteer the information that they heard of this particular sale over the radio. You might casually ask them whether they listen to your program at such and such a time.

Asking your radio advertising audience to telephone immediately is a time-tested means for checking the pulling power of such a program.

Direct mail results may be checked in a manner similar to the newspaper coupon system. Discount coupons, or requests for demonstrations may be enclosed in the direct mail envelope, and when either is returned to the store you know that the prospect was interested by the direct mail piece.

Limiting a special offer to one form of advertising is a means of checking the appeal of any medium. If you announce the fact over the radio that you will give \$50 for each old gas range that is traded in on a new model, you know that every person who asks you about this offer heard it over the radio.

Don't be afraid to let your ad salesman in the various media you employ realize that you are making checks to determine which is your best way of advertising. It will keep them on their toes, and they'll do everything possible to get you more prospects.

3

Sales Promotion and Techniques

Sales Promotion Should Move Products Toward Your Prospects

"SALES PROMOTION" is a catch-all name for a large group of activities that are in a similar category with advertising, and are beamed at the same objective as far as putting the firm in touch with prospective customers is concerned. The sales promotion activities are usually more personal than the advertising efforts, generally including meeting the prospects face to face. However, no hard and fast line may be drawn between advertising and sales promotion activities because they overlap and merge into each other. For this reason, both activities are commonly included in the same budget.

● Public and Private Gatherings

ALMOST any type of public gathering may be utilized as a means of sales promotion. Fairs and community celebrations to which people come in large numbers offer the opportunity to make an effective display of the appliances and services that your firm has available.

In addition to these public sponsored affairs a great many successful dealers are developing their own gatherings specifically for the purpose of demonstrating their merchandise and locating prospective purchasers. Included among these self-promoted gatherings are open houses in connection with moving

into new offices, cooking schools, contests, displays at model homes, and all manner of similar activities in which large groups of people participate, or to which large groups can be drawn.

Merely participating in these events always has a public relations value in bringing your business to the attention of the people in the community in a favorable manner. But all of these events involve expense and while the money is being invested in the show, nearly all good operators plan to get something more out of it than just a favorable impression registered in the minds of the neighbors.

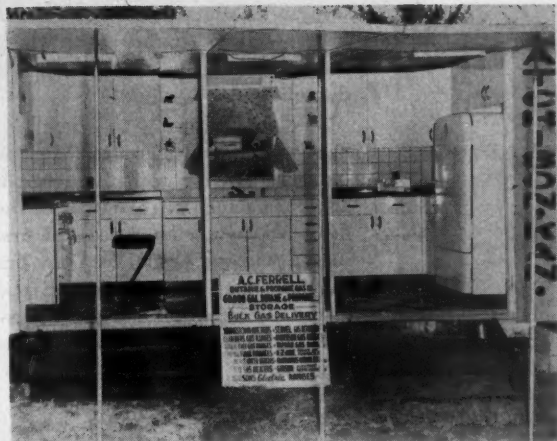
It is always possible to dream up some additional phase of the activity

which will separate the prospects from those who are merely looking around. Guessing games, door prizes and all manner of contests are utilized to get the visitors to participate in the activities of the day. Most operators ask the visitors to fill out a registration card on which they put additional information which is of value in developing future sales, as a qualification for participating in the event.

A typical registration card will provide spaces for the complete name and address of the registrant, plus such typical information as the fuel used in that prospect's home for cooking, water heating and house-heating, and additional listing of all appliances owned which operate on



Evening crowd drawn by special promotion in cooperation with neighboring merchants produces many prospects for Ace Ferrell of Atchison, Kans.



A complete kitchen is built into Butane Gas Co.'s trailer, with gas supply and connected appliances, so demonstrations may be conducted for prospects.



Advertising on outside of the trailer greets people on every side. A. C. Ferrell's trailer has been an effective sales booster at fairs and other public gatherings.

L. P. gas. A study of these registration cards will nearly always turn up a few names which should be active prospects for the sale of appliances consuming gas. Those who are not and probably will not become prospects for the use of L. P. gas and appliances may be thrown out. The names of the others who may not be immediate prospects, but who live in the territory served by the company and may eventually become users of L. P. gas are put into the company's advertising prospect file where they may be used for periodic mailings of advertising matter and occasional studies to find out if they are, or should in the near future become, prospects for the use of gas.

Registration Important

These registration cards become a very important element of the company's sales program and in order to encourage the visitors to fill out the cards conscientiously and completely, it is a good idea to have a prize, or several prizes, which will be considered highly desirable by everyone in attendance at the event. For large gatherings, with enough people to justify the expenditure, the ideal type of prize is something of top quality selected from the appliance line. If the prize is to be a range, it should be the most beautiful, automatic CP that can be put on the floor.

These public gatherings offer an excellent opportunity to introduce new items such as clothes dryers. A new clothes dryer might very well be used as the prize of the occasion

and it would be a very serious oversight to miss the opportunity to demonstrate the drying of several batches of wet clothing while the crowd is in attendance.

In handling group demonstrations and cooking schools on a scale which does not permit giving away a major prize, most dealers find that there is need for some special attraction to draw a larger crowd. It costs very little more, for example, to put on a cooking school for a hundred people than for 25, as the biggest part of the cost is the employee time involved in moving in and setting up the equipment, conducting the show, and removing the equipment after the show is over.

Some operators even provide a major door prize plus individual small give-away items such as plastic aprons, pot holders, thermometers, or some other item that is useful. These small give-away items should have the widest possible utility value for the greatest possible number of prospects. It is impossible to select one item which will register 100% with all recipients, but some simple guides will insure that the item has wide applicability. It should be the type of item that is used in every home, and it should have a reasonably long life. It should be possible to mark it in some way so that it carries a permanent reminder of your company.

A very good example of successful use of such an item is the magnetic pot holders which have been used for the past several years as give-aways by Suburban Propane Gas Co. This item has been particu-

larly successful because it is basically a useful item in the first place, and has an added feature which makes it even more useful. It contains a small permanent magnet with strength enough to hold the pot holder on any top or vertical surface of the range so it is not constantly falling down on the floor or slipping out of sight. The Suburban Propane name is printed clearly on one side of the pot holder so the housewife always knows where she can get another.

Ingenuity Unlimited

Dealers around the country have displayed unlimited ingenuity in taking advantage of the opportunities offered by these public gatherings, both in connection with location of new prospects and in making direct sales during the fair or whatever the event may be.

Suburban Propane has developed a stunt which has given them outstanding results in connection with exhibits at fairs. Prominently displayed somewhere in the exhibit they place a goldfish bowl full of small coins. Prospective purchasers are invited to take out as many of these coins as they can pick up with one hand and this constitutes the down payment on the appliance of their choice. A really large-fisted customer can take out nearly \$15, but the average is closer to \$10.

Suburban Propane also works on the theory that there should be something going on all the time at a fair



R. B. Sahagen & Co. Inc., Rochdale, Mass., goes in for fair and home show exhibits, showing all types of gas appliances including conversion burners and blowers for furnaces.

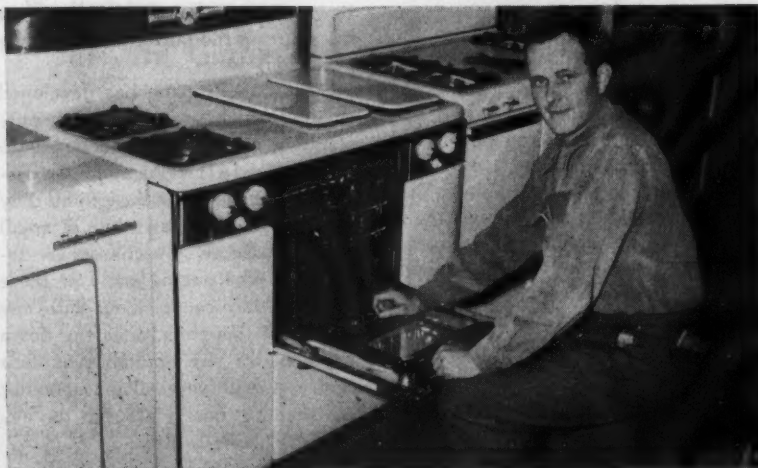
exhibit which will help to attract a crowd. One of their most productive activities is to keep a domestic science demonstrator busy in the exhibit baking cookies. She specializes in cookies which smell good, and these are available to give away to the people who follow their nose into the exhibit. These cookies make a very impressive demonstration of the kind of cooking that can be done with L. P. gas.

Connect Appliances

The advantage of using connected appliances at such exhibits is emphasized by a great many dealers. Many have used cylinders connected to ranges so that the quickie demon-

strations contained in the booklet put out by the Gas Appliance Manufacturers Association may be carried on for the benefit of the visitors. In some cases the local fire authorities will not permit the presence of fuel or connected appliances in a main exhibit building, but very frequently it is possible to put in a trailer or some other type of exhibit somewhere on the fair grounds which serves the same purpose.

The A. C. Ferrell Butane Gas Co. of Atchison, Kan., has a complete Youngstown kitchen with full quota of gas appliances built into a trailer which it uses most effectively at county fairs in the territory surrounding Atchison. When this trailer is not in use at fairs, it is available



George Stevens sold this range to the person who offered the highest sealed bid. Although this range was sold for less than the retail price, Mr. Stevens discovered numerous new prospects to whom to sell other ranges at the regular price.

for use at other gatherings or even for individual demonstrations where the prospective sale justifies taking the unit out.

Suburban Propane finds a great deal of use for trailers of this type not only at public gatherings but also for regular sales work in the field. Following the successful first season with its original trailer, this company has now completed and placed five in service and at the present time has two more under construction.

Exhibit Trailer

On the other side of the continent, Fannin's in Phoenix has made extensive use of trailer-mounted exhibits and has found them to be of particularly great value in introducing new items in which a demonstration is essential to effective selling.

Harry Torbit, Union Gas & Equipment Co., Pueblo, Colo., reports very good results from a 4-H kitchen which was set up next to his exhibit booth at a fair and supplied with gas and equipment by his firm. There are several of these youth organizations which generally install exhibits at fairs and these are very extensively visited by parents and relatives of the children in the organizations. While the benefit is less direct than that of exhibits operated by the L. P. gas dealers, nevertheless it has a valuable public relations effect and does help in locating prospects.

Closely related to this activity, we find many dealers who keep large-sized cooking appliances for lodge picnics or any activity of that kind attended by large groups of people. Lexington (Nebr.) Propane Co. keeps a restaurant range, which it traded in on the sale of a larger model, especially for this purpose. Fannin's will provide whatever may be needed for the cooking at any such event. In a rapidly growing community, this activity can be much more than a good public relations gesture. It can be a very productive means of locating new prospects. The company's name and telephone number should be prominently displayed on the appliance and it is not a bad idea to also letter it on the tank.

If a dealer is not able to find enough crowds assembled for the observance of other events, he can always promote his own crowds. Ace

Humphrey Distributors'
FAST DELIVERY SERVICE
 Boosts Dealers' Sales
 on Gas Unit Heaters



Series "A"
 65,000 to
 250,000 b.t.u.
 input

Model 40-G
 Compact Unit
 Heater, 40,000
 b.t.u. input

Above is a typical scene in the warehouse of a Humphrey Distributor who stocks a full line of Humphrey Automatic Gas Unit Heaters, for fast delivery to dealers like yourself. Today there are more than 94 such Humphrey Distributors, and additional ones are being established. Our aim is to locate a warehouse stock of these superb Unit Heaters within quick delivery distance of every heating dealer, regardless of where he is located. Order your Unit Heaters from the stock of your nearby Humphrey Distributor. His prompt deliveries will help you give the fast installation service so many of your heating customers demand. You'll make more sales—have better satisfied customers, with Humphrey Unit Heaters from your Humphrey Distributor.

GENERAL GAS LIGHT COMPANY,

KALAMAZOO, MICHIGAN

Humphrey automatic gas
UNIT HEATERS
 STOCKED FOR QUICK DELIVERY BY AUTHORIZED DISTRIBUTORS

Ferrell has gone in very heavily on this sort of promotion and believes that it really pays off. He regularly schedules two promotions a year designed to draw large crowds. His company has given away such items as ranges, refrigerators, freezers, washing machines, and in several instances, has even allowed the winner to make his own choice of prizes.

Auction Profits

He reports having used auction sales successfully on two occasions. These were scheduled at times when other merchants were becoming panicky and offering extremely high prices on trade-ins. He reports that the auctions netted about 8% profit and developed a good volume of immediate business. They also stimulated business for a considerable period afterward.

Mr. Ferrell also organized a joint promotion participated in by all the other merchants in the block in which his appliance store is located. He reports that during the period of the promotion the streets and store were full of people each evening and the result was the sale of many appliances and the securing of many prospects.

Sold to the Highest Bidder

In Iowa Falls General Gas Corp. staged an auction in a much more quiet and sedate manner. They offered a high-grade range for sale to the highest bidder, advertising in the newspaper and on the radio to get people to come into the store and drop a bid with their name on it into a box. The person who made the highest bid, regardless of how low it was, was given the range. This company has used the auction plan a number of times and reports that the successful bidder always got a very great bargain, as the top bid was never even close to the retail price of the appliance. A certain number of insignificant bids are almost always entered purely for joking purposes, but these sealed bid auctions always result in the development of a high percentage of prospects who actually want a new range.

It is the concensus of everybody who has used these mass promotion plans extensively that prospects must be followed up promptly as their interest wanes rather rapidly.

● Tie In With Others' Sales Promotion

ONE of the most effective selling campaigns ever devised in the gas industry in which LPG dealers can participate along with utilities is the "Old Stove Round-Up" sponsored by the American Gas Association. This is promoted each year by a great many of the utility gas companies and as it gets under way each fall it constitutes a nationwide drive to retire obsolete cooking equipment from the kitchen and replace it with modern automatic CP gas ranges.

Sales figures supplied by a number of utilities participating in this campaign show that the old range round-up is a great deal more than just a means of getting old customers to buy new stoves.

The Union Gas Co. of Canada Ltd.

SALES PROMOTION



The large gas utility companies make big promotion events of their "Old Stove Round-Ups," and the effect of their advertising overflows to benefit the LPG dealers who hitch their promotion to the same star.

15,500* Women Bought '55 Automatic-Plus Gas Ranges During Old Stove Round-Up!

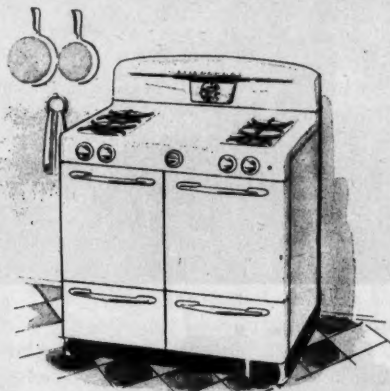
Why?

This tremendous sales record is a tribute to the 1400 Gas Range Dealers on Lone Star Gas System. But, most of all, it represents the demand by today's homemakers for the PLUS features Automatic Gas cooking alone can give. Advantages you get only when you cook with a clean blue Gas flame. Reasons like smokeless broiling... instant heat... flexibility of 101 heats... the even browning and exact temperatures only a Gas oven gives... twice-as-fast operation... economy (Gas is cheaper 4 to 1 to operate!)

*Conservative estimate

15,500 women on Lone Star Gas System have chosen Gas during this Old Stove Round-Up for reasons like this clock-controlled Universal. For only \$5 down, \$7.14 monthly, and an old range, many women are now enjoying the luxury and convenience of "absentee cooking." Just put dinner in oven, set clock, and spend the afternoon away from home! It's Automatic-Plus!

- Timed outlet for your mixer **\$262.00**
- Built to CP standards **less trade-in 39.30**
- Blower and keep-warm settings on top burners **\$222.70**
- Thick Fiberglas insulation **\$5 Down — \$7.14 Monthly**



These are only a few of the big bargains still to be found at dealers and Lone Star...

Only \$5 Down!

Limited Time Only!



Luxury features at low price! Automatic timing, automatic top burner, oven and broiler lighting, and an appliance outlet. Broiler is chrome-plated. Oven door window, interior light, too!

- Built-in lamp
- No heat burners
- Removable drip trays
- 5 glass, 2 regular top burners

\$270.00
40.50
\$229.50
\$5 Down — \$7.14 Monthly

Only a Few More Days of Old Stove Round-Up Savings!

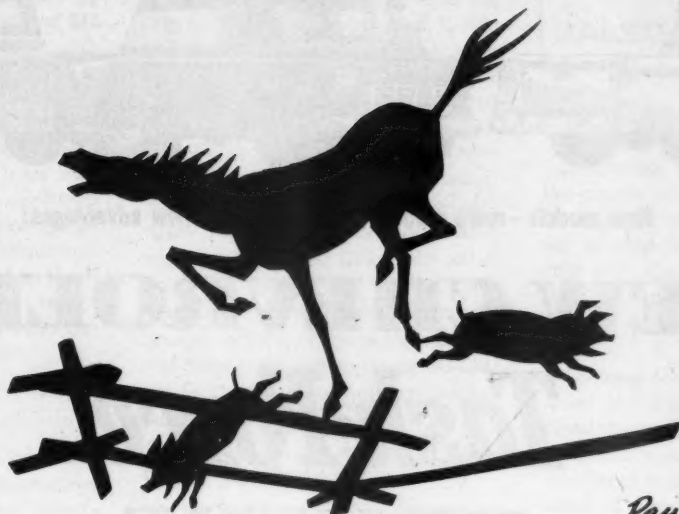


Three-way top can be a giant griddle for pancakes, bacon and eggs or a fifth top burner for oversize pans. Lid is white porcelain... becomes a work surface when closed, CP standards.

- Automatic top burner, oven and broiler lighting
- Blower, keep-warm top burner settings
- Appliance outlet

\$322.00
48.30
\$273.70
\$5 Down — \$8.81 Monthly

Lone Star Gas Company



Paul LeMay

... *survival*

Without an assured year around supply of top quality LP-Gas at competitive prices the successful survival of any LP-Gas distributor is endangered. If you depend entirely on spot supply of product you are automatically gambling your entire company. Can you afford to take this risk?

Become a contract customer of Sid Richardson Gasoline Co. and profit from these exclusive features

Top quality product to avoid
excessive service costs.

Deliveries of product when you
need them, winter or summer.

Favorable prices to keep you competitive
and in business.

We have no company-owned wholesale or retail outlets to divert our efforts.

Where can you do as well?

Sid Richardson GASOLINE CO.

629 FORT WORTH CLUB BUILDING • FORT WORTH, TEXAS

REGIONAL REPRESENTATIVES

H. M. JONES
5123 NO. NEW JERSEY
INDIANAPOLIS, INDIANA

MARVIN L. DOSS
3310 SYCAMORE
MIDLAND, TEXAS

H. L. SCHMIDLEY
885 ST. PAUL AVE.
ST. PAUL, MINNESOTA

DON FRANK
6602 NO. 31ST AVENUE
OMAHA, NEBRASKA



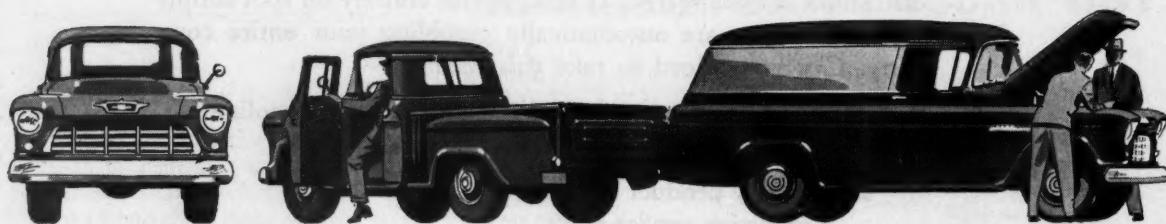
New models—more models—all loaded with new advantages!

NEW CHEVROLET

Task-Force

TRUCKS

Choose the model that's matched to your job. You'll get the most modern engineering features in the industry—and cut costs hauling or delivering! Your Chevrolet dealer is ready to supply full details of these important features. . . Chevrolet Division of General Motors, Detroit 2, Michigan.

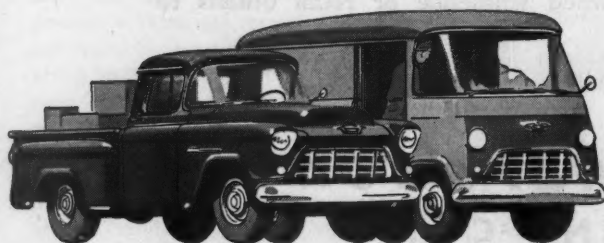


New Work Styling—New Cab Comfort and Safety!

For the first time, light- and medium-duty trucks with their own individual styling—specially designed for the job! New Flite-Ride cab (even more durable!) features a Sweep-Sight windshield, High-Level ventilation, and concealed Safety Step running board.

New Capacity—New Standard Width Frames!

A new 12-volt electrical system sparks all six new Task-Force engines. That means faster, surer starts; increased generator capacity. New suspension, front and rear, provides a smoother, more stable ride for both the driver and the load.



New Engines—New Ride!

Driving's easier and safer with these power helpers. Power Steering is available on all models as an extra-cost option. Power Brakes are standard on 2-ton models; optional at extra cost on all others. Tubeless tires are standard on $\frac{1}{2}$ -ton models!



New Power Steering—Power Brakes!

Count on big gas savings with the extra-cost option of Overdrive, now available on $\frac{1}{2}$ -ton models. Truck Hydra-Matic (optional at extra cost on $\frac{1}{2}$ -, $\frac{3}{4}$ - and 1-ton models) makes driving easier and saves valuable time on stop-and-go delivery jobs.

reports that its old stove round-up campaign resulted in the sale of 642 new gas ranges. In connection with these sales, a total of 140 obsolete ranges were rounded up and scrapped. The Lone Star Gas Co., serving about 40 counties in northern Texas, sold 3245 ranges through its own branches and reports that appliance dealers participating in the campaign sold approximately 17,000 additional. The obsolete ranges traded in made tremendous piles of junk but represented only a small fraction in relation to the new range sales.

"Automatic-Plus"

The Lone Star Gas Co.'s basic advertising campaign on this program included a series of display advertisements in many newspapers, also radio and television spots plus a great many sales promotion features. One of the outstanding items was an "automatic-plus" recipe booklet, of which 17,000 were distributed. While this booklet was aimed primarily to help purchasers get the full benefit

out of the automatic features of the ranges that were so equipped, it also included many recipes which cook better on gas than on electricity. The Lone Star advertising program represented an expenditure of more than \$100,000 and this basic campaign provided sales acceptance which made it easier for all LPG dealers in the territory covered by the advertising program to build their own sales. Forty-six newspapers in the Lone Star territory cooperated by running special range sections using editorial and display advertising material sent out by the Lone Star advertising department.

Round-Up Tie-In

Other large utility companies all over the United States and Canada participate in this annual drive with tremendous advertising backing. There is nothing else in the industry that sets the stage so perfectly for a tie-in by LPG dealers as this Old Stove Round-Up.

SALES PROMOTION

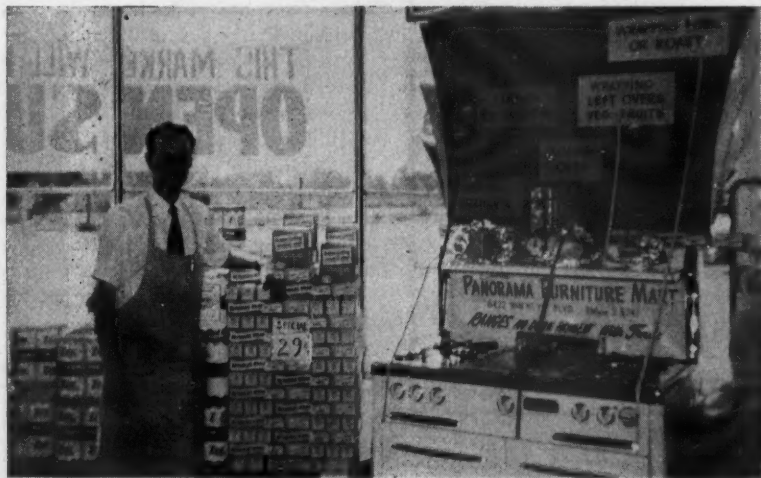
sequence, it is possible to bring a very high percentage of the local population through the appliance store in the course of a year. New prospects for appliance sales are constantly being developed by this exposure process with the very great advantage that the development of prospects is not confined to a short period during the year.

Cooking schools have been recognized as a highly effective means of developing interest and locating prospective purchasers of appliances. The large gas utility companies and some of the larger LPG operators have employed home economists to do this work for a large number of years. There are a great many smaller LPG operators who could profitably utilize cooking schools, but who would find the expense of maintaining their own home economists more than the profits of the business would justify. There are several practical ways to get around this.

The Kentucky L. P. Gas Association keeps home economists available as one of its regular services to members. A dealer wishing to take advantage of this service makes his arrangement several weeks in advance to secure one of the sponsored home economists who is on the dealer's pay roll only long enough to do the necessary preparation and carry out the cooking schools and demonstrations.

LPG operators located on fringe areas of large utility companies can nearly always make arrangements, either to secure the utility company's home economists for temporary services, or make some satisfactory kind of arrangement to participate in the cooking school program of the utility.

Bupane Gas Co., Cedar Rapids, Iowa, has uncovered a rather astonishing bit of information in connection with cooking schools which may turn out to be highly useful to the rest of the industry. This company has trained its regular territorial representatives to put on cooking demonstrations for the company's eight branches and for the numerous dealers served by the company throughout its marketing area. This company's experience proves that women will come out en masse to see cooking demonstrations given by



Opportunities to participate in other people's displays are sometimes available, as in the case of this Reynolds Aluminum Co. cooking exhibit in a Los Angeles super-market.

● Promoting LPG Ranges

WES BIRDSALL of Davidson Gas & Electric Co., Osage, Iowa, has developed an interesting and apparently very advantageous variation of

the crowd demonstration plan. He reserves a part of his appliance show room for a weekly church bake sale. This sort of deal is very easy to promote as the ladies organizations of the church are always looking for ways to pick up a little extra change. By rotating through the various denominations and then repeating the

SATURDAY IS SCHOOL DAY FOR THE FAMILY!

For The Ladies



FREE COOKING SCHOOL



Conducted by
Betty Clagg
Home Economist for the
IOWA DAIRY INDUSTRY
COMMISSION

SATURDAY MARCH 12
2 P.M. to 4 P.M.
OSAGE HIGH SCHOOL
AUDITORIUM

LADIES, HERE IS YOUR OPPORTUNITY TO GET COOKING TIPS FROM THE EXPERTS. THIS TWO-HOUR COOKING DEMONSTRATION BY BETTY CLAGG WILL GIVE YOU NEW IDEAS AND RECIPES FOR COOKING. HER GUEST ASSISTANT WILL BE RUTH ANDERSON, HOME ECONOMIST FOR STATION KGLS-TV.

WINNERS OF THE CHEESECAKE CONTEST WILL BE ANNOUNCED AT THE COOKING SCHOOL.
JUDGES ARE:
Miss Ruth Anderson
Mrs. Martin Fabricius
Mr. Ervin Dieterich
Mr. Duayne Frisbie

For The Men



FREE Philgas Tractor School

Conducted by
Floyd Selim
Manager of
PHILGAS MOTOR FUEL SECTION
PHILLIPS PETROLEUM CO.
BARTLESVILLE, OKLAHOMA

FLOYD SELIM OF THE PHILLIPS PETROLEUM CO. WILL TELL YOU ALL ABOUT THE ADVANTAGES OF PHILGAS AS A FUEL FOR TRACTORS AND ANSWER QUESTIONS CONCERNING CARBURETION, OPERATION, MAINTENANCE AND TRACTOR CONVERSION.

FACTORY MODELS EQUIPPED FOR PHILGAS WILL BE DISPLAYED IN THE SCHOOL YARD. BE SURE TO ATTEND.

SATURDAY MARCH 12
2 P.M. to 4 P.M.
OSAGE HIGH SCHOOL
CAFETERIA

FAVORS & REFRESHMENTS FOR EVERYONE!



Phone 735

Sponsored by
DAVIDSON
GAS & ELECTRIC

Osage, Iowa

Davidson Gas & Electric Co. puts on a school for father while mother builds up the desire to have a new range. Husband learns how to save enough on his tractor to buy the appliance that his wife needs.

men, and also that men can be trained to make such demonstrations.

In working out the leads developed by these and other promotion programs, it frequently becomes necessary to sell the husband after the wife is ready to buy. This is often a time consuming program which Wes Birdsall of Davidson Gas & Electric Co., Osage, Iowa, has undertaken to do something about. He holds his cooking schools on Saturday afternoons and concurrently operates a

tractor school for the benefit of the men.

In a high percentage of cases, "mama" goes to the cooking school while "papa" goes to the tractor school, and then he is right there to hear the story of the advantages of the new range. Quite by coincidence, he probably learned in the tractor school that by converting his farm power to L. P. gas he could very quickly save enough to buy a new range for "mama."

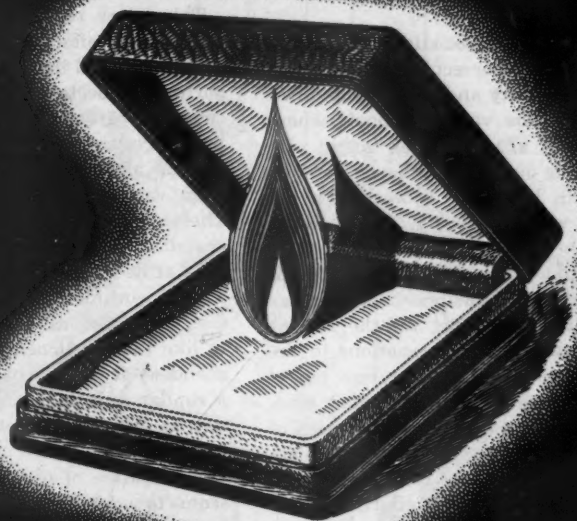
SALES PROMOTION

Increasing attention is being paid to the matter of getting gas cooking equipment into the home economics departments of educational institutions. Far-sighted utility operators and L. P. gas dealers have been promoting this idea for a number of years, and in view of the aggressive merchandising tactics of the electrical industry in this direction it seems obvious that the matter of keeping these schools equipped with the very best available gas cooking equipment should have top priority.

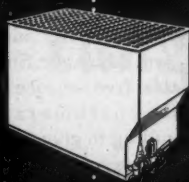
At least one range manufacturer, the Geo. D. Roper Corp., has developed a plan in which the manufacturer participates with the dealer in the cost of a program to keep the selected schools supplied with high-grade modern gas ranges for a long period. Under this plan the dealer sells the first range to the school at a substantial discount, the Roper Corp. allowing 10% extra discount on these approved transactions to help the dealer make his proposition attractive. The rest of the agreement is that the dealer will replace the range within two years with a new model at no cost to the school and will continue the program.

The resale value of these nearly new ranges is almost always enough to give the dealer back his cost in purchasing and installing the range at the school. The dealer sacrifices his margin on the range or ranges involved and in return he has the direct advantage of having the best available cooking equipment in the domestic science and home economics classes.

Dealers in some states have found out to their sorrow that the domestic science teachers in many high schools are prejudiced in favor of electricity, and that the gas cooking equipment does not get as favorable treatment as that operated from the power lines. In states where this condition is an epidemic the cause is generally traceable to the state institutions at which most home economics teachers are trained. This was the condition in the state of Kentucky not so long ago. Upon investigation, the Kentucky LPGA found that the state university domestic science laboratories were handsomely equipped with electrical



the meaning of quality...



Quality and Temco are two words that are bracketed together in the minds of most gas appliance dealers and purchasers. And for a very good reason.

For 30 years Temco has aligned its research, engineering, and production with quality standards. To us, quality means more than "good." It means the best.

At Temco quality means the finest materials, the best craftsmanship, the most skilled personnel obtainable, producing more than 1½ million of the finest gas appliances made—wall heaters, floor furnaces, space heaters, clothes dryers, and central heating equipment. In a word, *quality means Temco.*

TEMCO, inc.

NASHVILLE, TENNESSEE

"Gas Heating Specialists for the Nation"

devices and that the gas cooking facilities were out dated and totally inadequate.

The state association launched a program to correct this situation at the university and all the way down through the various schools where domestic science was taught. By bringing out the fact that more families in Kentucky cooked with gas than with electricity, and working together on a program of mutual helpfulness for the ultimate benefit of the rural consumer, the association, the university, and the various home economics associations in the state are doing a very fine job of correcting the formerly unfair situation. There have been few cases of organized efforts brought to our attention which have been as successful as this Kentucky effort.

Around the country we find a great many dealers who still believe it is worth while to make special deals with churches, lodges and other organizations which maintain meeting places for large numbers of people. While it might not be considered quite ethical for an appliance dealer to put an advertising sign on a range or water heater in such a location, there can certainly never be any criticism if he puts a sticker on the appliance or tacks a card on the wall nearby with the message, "For service on this appliance, please call MAin 1217, the Domestic Gas Service Inc."

● Use the User — Your Customers

PROBABLY the most prolific source of leads to new customers that any dealer can develop is his present customer list. All of these customers have relatives or friends to whom they can talk about the advantages of L. P. gas as domestic fuel. A few of them will tell their neighbors and friends simply because they are enthusiastic. In many cases the benefit of this recommendation will go to one of your competitors unless you take positive steps to bring the prospect to you.

In order to be sure that this will happen you must create two conditions. First, the present customer must be enthusiastic over the appliance and over the service that your company renders. Second, you must make it worth the customer's while

to report his new product direct to you.

This latter requirement calls for some sort of effective incentive program to reward the customer for reporting prospects. A great many successful programs employing premiums or other forms of reward, including money, have been reported from various parts of the country. The simplest arrangement is a merchandise award which can be advertised at its retail price and bought at a price considerably lower. This is fine, unless the customer happens not to like that particular kind of merchandise, or already has the same or a similar unit, in which case it will not be effective in getting leads to new prospects.

A variation of this method which seems to work better is to offer a selection of more valuable premiums, each to be delivered upon presentation of a certain number of award certificates which are given for leads to which appliances can be sold. This plan may or may not fit the psychological pattern of a particular customer. Some customers will get a great kick out of talking to enough of their friends to win say, eight or a dozen award certificates, and thereby acquire a new radio or a steam iron or some other valuable merchandise premium.

There will inevitably be other customers of the opposite type who will give up and not attempt to earn any certificates because it takes so many to win an award. It would seem better to select a reward basis in which the results are more immediate, and the benefits of which could probably be obtained by any customer regardless of type.

Pyrane Gas Service, Benton Harbor, Mich., has obtained excellent results by offering to give customers one free cylinder full of gas for three leads to new customers. This is apparently a very satisfactory arrangement for both parties. A customer receives approximately \$3 worth of gas for every saleable lead turned in to the dealer. On the basis of national averages it costs a dealer approximately \$5 to go out and find a live lead to a new customer by the usual sales promotion processes. So at \$3 each these new leads turned in by old customers are definitely in the bargain class, particularly since the dealer has a profit margin in the \$3.

The Danvers (Mass.) Hardware

Co. works on a similar theory with its old customers, most of whom are receiving gas in bulk tanks. The Danvers Hardware deal is to give a \$3 credit on the customer's gas account for each lead communicated to the company to which a new gas appliance is sold. There are no customers who cannot use \$3 worth of gas.

There are numerous other ways in which astute dealers are learning to use the user in sales promotion. Manager Clarence Snow of the Southern Utah Gas Co., Richfield, was getting disappointing results from a small bonus system with which he was attempting to get new leads from present users. Instead of premiums or bonuses, he is now sending his serviceman around to all customers to make an annual inspection of the gas system and appliances. The serviceman explains to the customer that this is part of the company's regular service to make sure that the system and appliances are safe and operating efficiently.

The checkup includes the tank, regulator, and service lines, as well as the appliances. Each appliance is checked over to see that the burners are clean and properly adjusted. This provides the opportunity to make a complete survey of the appliances in the house and also to ascertain whether the customer might need one or more additional appliances. And Manager Snow finds that after this free service has been rendered the customers are generally quite willing to give information about any of their neighbors who might need gas appliances, and these old customers are much more likely to respond to the suggestion that it is time to replace that old range. Many other dealers throughout the United States attest to the soundness of this idea.

There are many other ways in which it is possible to get help from present customers. One of the old standbys is to ask the prospective customer to call a friend who is now a customer for a recommendation or an opinion of the appliances and services which the dealer sells. This can become a nuisance if it is overdone, but any LPG dealer who owns or has access to a good camera can produce a substitute which is not only more effective but much less likely to be irritating to the good customer who is asked for a testimonial.

This customer would probably be



Which range has the OVEN-REDDY?

(The signal that tells when the gas oven is at cooking temperature)

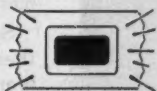
It's small wonder that more and more makers of gas ranges are adopting Wilcolator's Oven-Reddy. And on sales floors the country over, these ranges are stopping traffic, creating tremendous buyer interest as word gets around about Oven-Reddy.

For here's a feature that makes any range stand out from the rest. It really gives your salesman something to talk about to today's smart buyer—something she can see means better cooking and really saves her time. It's something she's always wanted—and never before could get on a gas range.

With Oven-Reddy...



Just set the dial for the temperature you want



Pop in your cake or roast when the signal lights up



...and take it out—done to perfection!

Wilcolator
OVEN-REDDY

delighted to brush up her hair and put on a clean apron and pose for an indoor picture at her range. She would probably be equally happy to sign a statement prepared by the dealer after getting her views conversationally, and the picture and the testimonial together will make a very effective sheet in the dealer's work-book. A dozen such testimonials can be profoundly convincing.

● Cooperate With Dealers, Builders, and Architects

COUNTY WIDE GAS CO., White Plains, N. Y., has a novel and effective arrangement for securing leads on a cooperative basis from other appliance dealers in the same neighborhood. This company is located at the edge of a metropolitan area served by a utility gas company. Most of the other appliance dealers in the neighborhood, including the big Sears Roebuck retail branch, stock appliances originally calibrated for utility gas. These must be recalibrated in order to work properly on LPG.

County Wide's manager, Bert Lynn, has set up arrangements with these neighboring appliance dealers to recalibrate their ranges, water heaters and other units that will go into LPG service at no charge. The other side of the cooperative deal is that these other appliance dealers agree to recommend County Wide as a supplier of fuel. If the customer already has his own source of fuel,

there are no questions or arguments. County Wide recalibrates the appliances if requested as a service to the other appliance dealer. The net result has been that a great many new customers have been referred to this progressive LPG dealer by competitive appliance stores throughout the local area.

Various forms of cooperation with architects and builders pay off in additional appliance and gas sales. Architects need dimensional specifications of standard appliances in order to build them into their designs. They also need to know where cylinders and bulk storage tanks may be placed in order to comply with codes and conform to good design on the property in question. The American Institute of Architects has a very comprehensive filing system in which its members store such information as they receive on subjects likely to be useful in their designing of homes and buildings. The standard AIA file for gas appliances is No. 29-F-3. Placing that file number on any pamphlet or specification data which you deliver to your local architect gives more assurance that it will be retained and will be available for future reference.

Suburban Propane Gas Corp. and other operators have capitalized on this architect-builder hookup by supplying the architects in their territories with complete data in a ready made file designed to go in a standard file cabinet.

We have received a number of reports from dealers on cooperative work between themselves and local builders operating in tracts. Tract

SALES PROMOTION

builders nearly always complete one or more demonstration homes which are completely furnished as an aid in their use as sales samples. The electric people are trying very hard to get their equipment into these homes so that they can advertise them as completely electrically equipped. A good many of these builders will be willing to equip demonstration houses as "all-gas homes." The customary arrangement is that the LPG or appliance dealer supplies the appliances on consignment to the builder. Their price is added to the final price of the home and settlement with the dealer is made in the course of the escrow when the house is sold.

Equipping these demonstration homes has two advantages for the L. P. gas dealer. It helps to sell the builder on the advantage of using gas instead of electricity for the built-in appliances and it gives valuable advertising for the L. P. gas dealer's business to numerous window shoppers who are merely looking through the demonstration home out of curiosity, but who may be in the market for modern gas appliances.

● Incentive Programs Are a Sales Booster

NEARLY all aggressive LPG dealers have developed some form of incentive-pay program whereby they may reward members of their staffs outside the regular sales department for leads which can be converted into sales. The most commonly used form of incentive is a small commission which is paid at the end of each month or other stated period on deals which the sales department closes following the receipt of leads from these employees. The effort is made to get the entire staff into the act, but this is generally not accomplished on the basis of straight commission payments.

Sales psychologists tell us that these incentive programs are much more productive and extend to include a higher number of the company employees if, along with the pay, there is a recognition program based either on individual competition or team competition. Employees like



Photo: Hedrich-Blessing, Chicago.

Research Village was visited by thousands of families and featured in six national magazines. The six homes in the village included all available types of LPG appliances, plus snow melters built into the driveways.

Weatherhead

*wraps up new sales for you
with complete "packages"
...on five year credit terms*

Did you know

that you can get 100-lb. cylinders and manifold assemblies—everything needed for a bottled gas system, as a "package"—and take as long as five years to pay? Weatherhead's Credit Plan helps save your capital for other needs... Weatherhead "packages" earn for you while you pay for them.

Write today for brand-new LPG Catalog 1501. Address: The Weatherhead Company, 300 E. 131st Street, Cleveland 8, Ohio. In Canada: The Weatherhead Company of Canada, Ltd., St. Thomas, Ontario.



A "package" includes (2) 100 lb. cylinders, 2 caps, 2 valves, the manifold of your choice (Automatic, Manual or Tee Check), pigtails, fittings and mounting bracket.



WEATHERHEAD
is showing the way

contests, particularly those involving teamwork. It is necessary to divide the group up into teams on some basis which appeals to the individuals as fair. Some of the larger companies use these contests based on districts or regions, but it is quite possible to make an equitable division within a single business operating one branch.

Drivers, servicemen, and cashiers have the best opportunities to turn in large numbers of qualified leads. There are others in the plant who do not have the opportunity to meet such large numbers of prospective customers. Teams should include some of each group. One of the most successful incentives for team competition is to have the losing team provide the winners with a barbecue dinner, clam bake, or some other form of entertainment out of their extra earnings on the competitive program. The management must be sure that the extra earnings are high enough to stand this strain without cutting into the employees' regular take-home pay.

The influence of wives has been capitalized on in a number of incentive programs in this and other industries. In these programs, a considerable range of merchandise prizes is available so that anyone who helps in the sales program even a little gets something.

Bottle gas distributors use variations of these incentive programs to get their dealers to step up their sales efforts. A very successful promotion of this sort was conducted last year by Hills Gas & Appliance Co., Rapid City, S. D., which distributes gas in cylinders to about 125 dealers. The prize in this particular case was a Bulova watch which was paid for jointly by Hills Gas and the manufacturer of the washers and dryers which were the featured appliances in the sales campaign.

The recognition factor was capitalized on during the campaign by numerous bulletins giving the standings of the principal contenders. The dealers really got out and fought for that watch and during the campaign the sales volume on washers and dryers was increased 50%.

George Vogl of Blaugas, Omaha, Nebr., not only uses incentive programs, he figures them out in multiple on a seasonal basis. Everybody

in the company is drawn into the sales act in some manner, either through direct selling leads or bonuses of one form or another. In his fall campaign of 1954, Mr. Vogl operated a separate bonus deal for tips leading to appliance sales and a similar bonus program for the drivers delivering the most cylinders during the period. The service department had a separate bonus contest scored on production. Special rewards along the way included two football tickets for the Nebraska-Missouri game, Oct. 30, which were given to the salesman whose Roper range sales were highest since Aug. 15.

Feature a Turkey

The opportunity to win a Thanksgiving turkey by turning in leads which resulted in the sale of major gas appliances, and special turkey deals carried through to Christmas Eve and New Year's Eve were extra features. Progress reports were published frequently during the course of the fall contest. All of these features have been included in the Blaugas program as the result of previous experience and a constant effort to improve the sales performance of the organization.

Every LPG and appliance dealer has run across prospects who have either refused to have gas appliances in the house or have made themselves extremely difficult prospects. Confidentially, it takes a few of these really difficult cases to develop really good salesmen. There are ways to get around these tough prospects as some of our best salesmen have found.

An old-timer states it as follows: "If I cannot get in through the front door or the kitchen door, I can nearly always worm my way into an account through the barn. The 'old man' may not be willing at first to give his wife a break with modern appliances in the house, but you can bet he will appreciate the advantage of a gas stock water heater, a gas brooder, or gas-fired hot water in the dairy department. Or if he farms enough acreage he is almost always susceptible to a good sales talk on tractor carburetion. After you get gas service established in the barnyard, it is only a question of time until you can put it into the kitchen."

SALES TECHNIQUES

Special Techniques For the Sale of LPG Appliances

• Water Heaters

FOR years the water heater has been the key LPG appliance in the fight against heavy electrical competition for new accounts. It has shown many advantages in serviceability and low cost. The fact that a small LPG heater could supply more hot water over an eight-hour period than an electric heater of twice its size has largely accounted for the superiority in numbers that the gas water heater has enjoyed.

The reason the water heater is referred to as the *key appliance* is that more than any other it determines whether other appliances in the home will operate on gas or electricity. Getting a gas water heater into a new home is generally good assurance that the range and clothes dryer loads will also go to the gas dealer. It also opens doors to the sale of incinerators, house heating, and other gas appliances.

Experience shows that very few people, after being persuaded that the electric water heater is superior to the gas heater, decide to cook and dry their clothes with gas. For this reason many dealers with successful records of appliance merchandising advise throwing your Sunday appliance-sales punch into the water heater program.

The water heater is not merely a means of selling other appliances. It provides by itself a very desirable load. In the average home, the water heater consumes three times as much gas as does the kitchen range. This load is well balanced over the year, and does not fluctuate as does the heating load. Very little maintenance is required on water heaters, and your service department will have fewer calls.

The need for upgrading gas water heaters currently in use is pointed up by Ruud Manufacturing Co. It

Especially Suited FOR THE BOTTLED GAS INDUSTRY



NOW—at New Low Prices

★ A few years ago we introduced this SPECIAL FORMULATION of aluminum paint especially for the gas cylinder industry and the response was overwhelming. TODAY . . . leaders in the industry recognize SHEFFIELD GAS CYLINDER ALUMINUM PAINT as the one paint that takes plenty of abuse . . . and comes up bright and smiling! If you haven't tried it yet . . . send for additional information—and see for yourself!

AVAILABLE IN GALLON, 5 GALLON and 55 GALLON CONTAINERS. Remember . . . SHEFFIELD ALUMINUM GAS CYLINDER PAINT is better ALL-WAYS . . . MORE ECONOMICAL . . . a little goes a long way!

- ★ Fast Drying
- ★ May Be Stencilled Within 15 Minutes
- ★ Hard Surface
- ★ Won't Rub Off
- ★ Smooth Finish
- ★ Semi-Lustre
- ★ Long Wearing
- ★ May Be Brushed or Sprayed
- ★ No Unpleasant Odor
- ★ Made With A Special Synthetic Vehicle Insoluble in Turpentine or Ordinary Petroleum Thinners

Sheffield ALUMINUM TANK PAINT

Laboratory Tested



Extensive weather-a-meter tests prove this NEW aluminum paint will resist more than one and one-half years EXPOSURE TO WEATHER EXTREMES! Formulated to do TWO specific jobs . . . to PROTECT surfaces against rust, wear and corrosion and to add a long-lasting attractive finish. Covers all primed surfaces in ONE COAT . . . economical in application . . . economical because it is long lasting!

Ideal For Bulk Gas Storage Tanks

Sheffield Bronze PAINT CORPORATION

ONE OF THE WORLD'S LARGEST
MANUFACTURERS OF ALUMINUM PAINTS

CLEVELAND 19, OHIO



reports that 90% of the 17 million gas water heaters in use today are unable to keep up with the demand placed on them by modern appliances requiring a greater quantity of water at a higher temperature. These inadequate water heaters are vulnerable to competition, and by competition the company refers to the new high recovery water heater recently developed by the electrical industry.

One of the new appliances referred to is found in the modern home laundry. The automatic washer is one of the chief users of hot water in the home. Today there are 8 million automatic washers in operation, whereas in 1946 there were only 260,000. Not only has the number increased, but the hot water demands by the new washers are up. Today's modern automatic unit requires 30 or more gallons of water at a temperature of 160° or higher. Washers manufactured nine years ago called for only 10 to 15 gal. per hour at a temperature of approximately 115°.

Many means are recommended for increasing your water heater sales. Perhaps the best known and most productive is the water heater rental plan. In the past few years this idea has swept the gas industry, both utility and LPG, with gratifying results.

The object of the rental program is to get heaters into as many homes as possible with the smallest possible initial cash outlay by the owners. Most companies renting heaters charge from \$2 to \$4 per month, and the accumulated payments may be used for a down payment on the unit if the customer decides to buy. The lessee is usually approached with the idea of buying the heater at the end of the year, at which time he has become accustomed to the conveniences of plenty of hot water.

As a "toe in the door" the water heater rental program is hard to beat. Once the water heater has been rented, selling the other gas appliances is relatively easy.

Central Jersey's rental campaign got rolling with a general mailing to customers, and then one to rural box

Cost of renting a water heater is usually from \$2 to \$4 a month, and the accumulated payments may be used as a down payment on the unit if the customer wants to buy.

SUBURBAN PROPANE GAS CORPORATION



WATER HEATER LEASE AGREEMENT

This AGREEMENT made this _____ day of _____ 195____, by and between

Hereinafter called the "Company" and
of _____ Hereinafter called

"Customer" witnesseth that Company leases to Customer an Automatic Gas Water Heater for domestic use at the above address on the following terms and conditions:

1. The water heater is a _____ gallon _____ Serial No. _____
2. Customer agrees to pay all installation charges in excess of \$40.00, such payment to be made upon receipt of statement.
3. During the term of this agreement it is to be connected to L.F. Gas which gas shall be purchased only from the Company.
4. Company shall maintain the Water Heater in efficient operating condition, and shall have the right to enter the premises for such purpose.
5. The rentals are \$_____ for the first month and \$_____ per month thereafter, payable in advance.
6. Customer agrees to be responsible for all loss of or damage to the Water Heater, and further agrees not to remove, tamper with, adjust or repair the Water Heater without the permission of the Company. Change of location shall be at the expense of the Customer.
7. Customer may terminate this Agreement by 30 days written notice to the Company but only after payment of 12 consecutive monthly payments plus original installation costs.

It is understood and agreed that the Water Heater is and at all times shall be the personal property of the Company. _____ any person _____ be responsible

Robert B. Sahagen & Co., Inc.

Distributors of

"ARROW" L. P. BOTTLED GAS
FUEL OILS APPLIANCES

Pleasant Street

Rockdale, Massachusetts

The Cash Purchase Price of the _____ Gas
Water Heater rented to _____
of _____ under a
lease agreement with _____
dated _____ is \$_____

Arrangements may be made with the Company at any time to purchase the water heater, if Rentals then be paid to date, by paying the Company the Cash Purchase Price less the total amount of Rental Payments made plus interest at current Bank Home Improvement rates.

"City-type metered" service stops losses from costly cross-hauling and special deliveries...



MODEL 28/40 BRASSCASE METER is compact in size, yet has capacity to handle virtually any residential and many light commercial LP-Gas installations. Brasscase is corrosion-resistant, permits outdoor installation.



MODEL 28/50 ALUMINUMCASE METER brings lightness and ease of installation and handling to metering of LP-Gas installations...combined with all the tested features that mean traditional American accuracy.



AMERICAN® LP-GAS METERS bring "city-type" service to your customers—build their satisfaction with your service and help you sell more gas and more appliances. And you gain other advantages, too.

Costly cross-hauling and time-and-money wasting out-of-gas deliveries are stopped once and for all when metered service takes over. You will find marked reductions in multi-service installation costs, too.

For every kind of installation—industrial, commercial, farm and home—there's an American meter that's matched to the job to give you dependable service and accurate measurement. Write for complete details—including the facts about the experiences of leading LP-Gas distributors who metered their services with meters by American.



NEW CONCEPT IN THE ECONOMICS OF GAS MEASUREMENT is offered by American's W-60 welded steelcase meter. Designed with cubic foot index for most light load applications and provided with wall mounting bracket, it may well solve one of your most pressing economic problems. Ask for details.

**AMERICAN
METER COMPANY**

GENERAL SALES OFFICE, 1513 Race Street, Philadelphia
 Albany • Allentown • Atlanta • Baltimore • Birmingham
 Boston • Chicago • Dallas • Denver • Erie • Houston
 Kansas City • Los Angeles • Minneapolis • New York
 Omaha • Pittsburgh • San Francisco • Seattle • Tulsa
 IN CANADA: Canadian Meter Company, Limited, Hamilton
 Edmonton • Calgary



**WRITE
FOR
DETAILS**

SALES TECHNIQUES

holders. The plan allows the lessee to buy at any time, and all rental payments to date may be deducted from the selling price. Mr. Schock or his salesmen follow up each rental a few months after installation in an effort to close the sale. A second or third call back is made when necessary, but as a rule Mr. Schock finds that one visit does the job.

St. John Propane Gas Co. of New Brunswick, Canada, recently set up an allocation for rental water heaters which it expected would cover its requirement for several months. It was delighted with the fact that all of the available heaters were rented almost at once, with a high percentage opening up new gas accounts.

Whatever method is used in promoting water heaters, the dealer must be able to point out the advantages of his merchandise. He should be able to go through the safety features, explaining the automatic shut-off control on modern heaters and the many precautionary features taken to prevent fires.

The range of control possible on the new models of water heaters should also be stressed. Units may be set to produce water for everyday use at a moderate bath temperature, or that may be set for the higher temperature necessary for modern automatic washing machines and dish washers.

The sanitation features of the heater should be accented. The health and well-being of her family are near to the heart of every housewife, and she will realize the value of the sterilizing effects of adequate hot water for clothes washing, dish washing, and general house cleaning.

Continuous Hot Water

The quick recovery rate of the modern gas water heater eliminates the need for the housewife to do her washing on two days. There is sufficient hot water for continuous operation of any home laundry unit in gas water heaters of the 30-gal. size and up.

The myth of the wasteful gas pilot has been completely exploded. What little heat is given off is absorbed by the water in the tank.

These points should also be explained to the automatic washer

dealer in your community, and his cooperation should be sought. He is in a position to recommend the best type of water heater for his washers, and his help can considerably aid your water heater efforts. Architects are also in a position to specify whether gas or electricity is used in their new homes. Make sure that they understand the new home laundry hot water requirements, and are aware of the supply available from the modern gas water heater.

Some dealers have taken on automatic washer lines for the sole purpose of increasing their gas load and water heater sales. Butane Gas Corp. in Omaha recently sold 43 dryers and many water heaters in a 12-month period. In the course of selling these appliances, it also sold 47 automatic washing machines. It is questionable whether it would have sold more than a small fraction of these dryers had they not been able to initiate the need by selling washers. And suppose these same customers had bought washers and dryers elsewhere. How many of them would have been gas and how many electric?

• Ranges

THE most widely used appliance in the entire gas line is the kitchen range. Ninety-five out of every hundred families who have gas service in their homes use gas for cooking. No wonder that gas ranges rate more display space in the stores and more of the salesmen's time than any other appliance.

Women do not buy ranges just to have an additional piece of hardware in the kitchen. Each purchaser buys her range to get certain results which

seem to her to be highly desirable. The range is merely a means of accomplishing the results. To her there are only two important things about a range—it must produce those results, and it must look nice in her home.

Your prospect can cook a meal on almost any kind of cooking apparatus that you can name; some can even cook meals outdoors on an open fire. Most women are quite satisfied with their present cooking facilities until they see something better. And this is the "meat in the coconut" in selling ranges. The prospect must see something that is better than her present stove or range.

Ideal To Demonstrate

The gas range lends itself ideally to demonstration selling. You can tell the prospect and show her at the same time, and make strong and lasting impressions of desirability that pave the way to sales.

What are the most important things to demonstrate? Obviously, you demonstrate the things that the prospect wants to see. These you determine by asking a few pertinent questions early in the interview. What kind of cooking does she like? Does she do the family baking? Cook roasts? Does her family prefer meats broiled rather than fried? Has she tried the waterless cooking techniques for vegetables? You find out all these answers so you can show her the kind of range that she wants to see—and also so she will be flattered by your sincere desire to help her in her selection.

Then you proceed to show her the features of the best range on the floor which fit her requirements. With this range you can probably go right on with your demonstration and show her features and values that she never knew existed in any range. Never mind showing her the bolts and nuts; show her the performance of the range, and interpret each performance feature in terms of what it means to her: better health from better meals, more family enjoyment of meals because the food tastes better, more leisure time because of the automatic and simmer-cooking features, less kitchen drudgery because it is so easy to keep clean.

Most range manufacturers provide sales leaflets or some sort of advertisements that give the detailed sales



Glen Fansler of Western Gas & Power Co., Spokane, Wash., demonstrates a range in his showroom. The gas range lends itself ideally to demonstration selling.

protects your cylinders longer



Write for our prices on
a trial order.

ONE GALLON COVERS 75 AVERAGE SIZE CYLINDERS

Permite LP-Gas Cylinder Aluminum protects better because it is the **ONLY** gas cylinder paint that contains "Permium". This magic stabilizing ingredient guarantees more complete leafing and a heavier coating of brilliant aluminum.

Permite, pigmented with a premium grade of No. 400 mesh aluminum, withstands rigorous handling; it won't chip or peel. A test will prove that Permite will keep your cylinders looking better with less repainting, will cover farther — and save you money.

Aluminum Industries, Inc.
Cincinnati 25, Ohio
Permite Paint Division

permite *Aluminum Paints*



It is simple to demonstrate the ease of cleaning the modern gas range. Show the prospect how it can be taken apart and washed.



Photos: Magic Chef

As you demonstrate the features of the gas range to your prospect, talk in terms of the benefits of this range to her.

points of their products, but beyond these details, there are booklets available which specialize in effective techniques for demonstration. These should be in the hands—and minds—of every appliance salesman: "Quickie Demos," available free from Gas Appliance Manufacturers Association, 60 E. 42 St., New York 17; and "How to Sell More Gas Ranges," from Harper-Wyman Co., Chicago. Then for cases where you find the prospect's mind clouded with electric cooking propaganda, you will find another Harper-Wyman booklet, "Nothing Equals Gas," very useful. Much of this same information is no doubt available from other sources but these booklets concentrate the demonstration and competitive information into a workable system that really enables an earnest salesman to get results.

All of these demonstrations can be made with your quality leader, and this is the range to use in making the demonstrations. You can always drop to a lower price bracket if you find that she cannot spend the money for the best product, but you can seldom talk her up to the better product if you show the low-priced one first.

Price is not the barrier that most salesmen imagine. Sales research has shown that only 7 to 9% of the people are basically interested in price. The great majority are primarily interested in quality, performance and appearance. These people are interested in the price comparison only so long as they have no other basis for judging. When the greater desirability of the better product is clearly

shown, in terms of what it will do for that particular purchaser, the price question is reduced to its proper status—are the greater benefits worth the extra money? The salesman's job is to show (not tell) the customer that the favored product is worth the price for which it is sold. It will be worth the price to her if it fits her idea of what a range should do for her.

Not every prospective purchaser will be able to reach a decision to buy on her first visit to the store. Many want time to "think it over" (shop around) or to talk it over with the husband. It is a great mistake to let any prospect leave the store empty-handed. She should be provided with a catalog sheet describing and illustrating the range of her choice, and no other. A catalog of the full line merely complicates things, and leads to needless confusion. And while you are equipping her for the interview with her husband, she should have the full details of price, terms, delivery date. The National Council for LP-Gas Promotion provides a highly useful booklet, entitled "LP-Gas Is Best By Every Test," which was designed specifically for this purpose. It not only provides the blanks to fill in the above information, but also gives potent facts about gas cooking and an excellent comparison of features of gas and electric ranges.

In the majority of cases, the salesman must talk with the husband after he has made the demonstration to the wife. The husband can work up a lot of sales resistance if he feels so inclined, particularly if two or three

days elapse before the salesman can see him. The information outlined above will help to ease the load on the lady, and if she can persuade him to read the catalog sheet and the booklet, he is generally much more willing to listen to reason.

● Clothes Dryers

THE clothes dryer is probably today's hottest LPG appliance. Many dealers predict that there will be more dryers sold this year than any other appliance, and are gearing their operations to take advantage of the dryer boom.

A recent survey points up the possibilities in the dryer field. It shows that 73.5% of the families in the United States have washing machines, whereas only 2.2% of them have dryers. That leaves a lot of prospects for clothes dryer sales. The survey also shows that the average housewife carries about 4000 lb of wet clothes to the clothesline each year, and walks many miles to accomplish the drying operation.

Forrest Fram of Chagrin Falls, Ohio, typifies dealers who are recognizing the possibilities of the dryer as an "opener" into non-gas homes, a means to increase the gas load, and a way to increased appliance sales profits. He has established a dryer rental program, and is taking advantage of the fact that the trial-period installation has been proven an effective means of selling dryers.

Preferred for Precision and Performance

IN BUTANE-PROPANE SERVICE

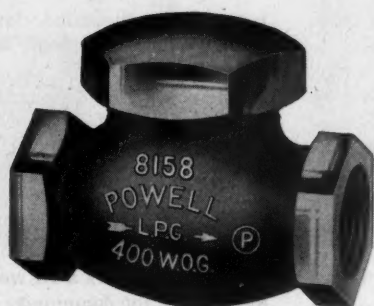


FIG. 8158*—Bronze "L. P. G." Horizontal Lift Check Valve for 400 Pounds W. O. G.

Powell Valves are the choice of engineers because they know every valve is precision made, meeting every specification—every time.

And there are other good reasons why engineers prefer Powell Valves—because Powell Valves are dependable... economical... and Powell has the COMPLETE quality line of valves.

Consult your Powell Valve distributor. If none is near you, we'll be pleased to tell you about our complete line, and help solve any flow control problem you may have.

The Wm. Powell Company
Cincinnati 22, Ohio... 109th year

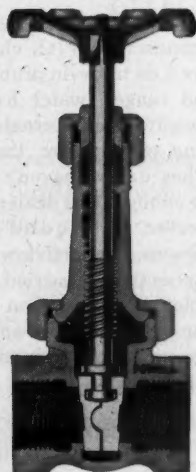


FIG. 8375 (Sectional)—Bronze "L. P. G." Gate Valve for 400 W. O. G.



FIG. 8151*—Bronze "L. P. G." Angle Valve for 400 Pounds W. O. G.

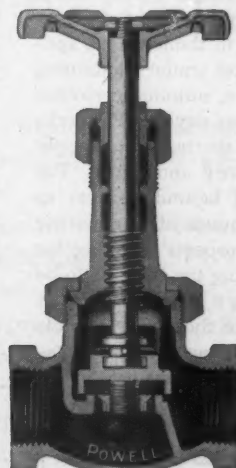


FIG. 8150* (Sectional)—Bronze "L. P. G." Globe Valve for 400 Pounds W. O. G.

*Underwriter approved.

POWELL VALVES



Let your prospect see and feel the clothes that have come from the dryer. This is a sure way to convince her of the value of owning such an appliance.



Cecelia Maloney of Maloney Distributing Co. takes her appliances to her prospects. Her demonstration trailer is particularly effective in helping to sell clothes dryers.

Mr. Fram charges his prospects 75 cents a week for the use of the dryers, and gives them an option to buy at the end of the year, or to return the dryer. Very few prospects who have rented dryers return them at the end of the year. For most of them the dryer has become a household necessity rather than a luxury, and they refuse to return to the old-fashioned clothesline and basket. The 24 months which Mr. Fram provides for them to pay the balance is an added incentive to buy the dryers.

Cecelia Maloney of Maloney Distributing Co., no longer worries about getting her prospects into the showroom. She goes to them with a specially constructed trailer containing a water heater, automatic clothes washer, and a gas dryer. LPG tanks are mounted on the trailer to supply the water heater and dryer. The trailer is towed behind her car as she makes the rounds of neighboring towns, doing prospects' washing for them and extolling the benefits to be had from owning a gas clothes dryer. The eye appeal of the trailer attracts many neighbors during demonstrations, and other prospects are developed.

Dryer Sales Points

Some of the sales points used by Miss Maloney and others are:

The dryer does away with much of the drudgery associated with washday. Stretching, bending, climbing of stairs with heavy baskets of clothes, and hanging clothes on lines are just a few of the unpleasant clothesline tasks that the dryer eliminates.

Controlled drying permits clothes to be dried at any time desired, regardless of the weather, time of day, or other pressing duties. Drying by gas is quick and automatic; housewives no longer need turn down social invitations on washday.

Clothes dryers eliminate the need for sprinkling clothes before ironing. Humidity controls permit drying to any moisture content desired. Clothes may be removed from the dryer as needed for ironing, with no other preparation.

Sun fading of clothes while on the line is a thing of the past for owners of clothes dryers. Clothes are removed soft and fluffy, and are completely free of bleach streaks.

The annoying problems of clothes dropping to the ground from the clothesline, animals and children brushing against damp washings, and blowing dirt and dust, no longer bother the housewife with the gas clothes dryer. And no more trouble from sparrows!

Arguments against the expense of the dryer may easily be countered by citing the money-saving features. There is less wear and tear on clothes from wind whipping, and they last longer. Families with clothes dryers do not require such large wardrobes, as dirty clothes may be washed and dried for immediate wearing. This is an important saving for families with small children.

As mentioned earlier, demonstration is found by most dealers to be the most effective way to sell clothes dryers. The working machine is more likely to hold the prospect's attention than a long sales talk. Let your

prospect see the dried clothes, pick them up and feel them, and smell them.

And after you have sold her the dryer, ask her for other prospects she might be able to suggest. Some dealers get all the leads they need by offering to deduct \$5 from customers' gas bills for each lead that results in a sale. Testimonials from satisfied neighbors and well-known members of the community have also worked well in promoting dryer sales.

No Trade-In Headaches

There is another great advantage in connection with clothes dryers: there's no trade-in problem. Second-hand ranges, water heaters, and stoves frequently create a merchandising problem for the dealer, but clothes dryers haven't been in use long enough. One dealer interviewed, however, has found the offer of trade-ins so effective with other appliances that he carried the idea over to clothes dryers. Ten dollars for their old clothesline appealed to his prospects' sense of humor as well as to their pocket books.

● Incinerators

RUNNING water, sewer systems, and septic tanks have long since banished the little square house that used to sit in the corner of the yard. Concrete, asphalt, and cinders have taken our shoes out of the mud and mire of former years. Filters and screens guard our homes from the inroads of dust and smoke, and such grime as does find entrance is quickly

CAN YOUR BUILDINGS

PASS THIS FIRE TEST?



*after the fire... a new paint job,
and ready for business again*

Here's a typical example of how Armco Steel Buildings reduce the threat of fire damage. A rubber tire-fed fire raged inside this 24-foot-wide building for a half-hour, destroying much of the contents. Yet the owner was able to put the structure back in service without replacing any building parts. New window glass and paint did the job.

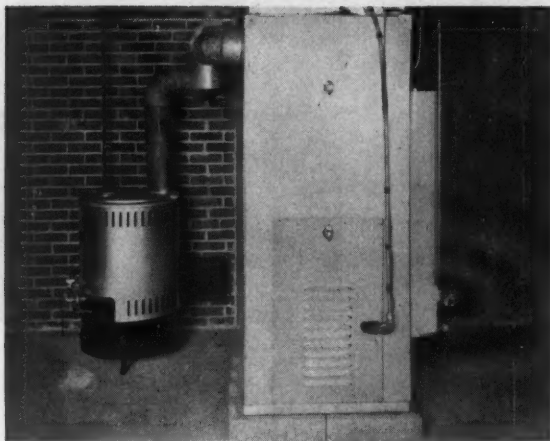
Fire-resistance is just one advantage you can have in an Armco Building. Interlocking STEELOX Panel construction saves erection time and money; provides a sturdy, weather-tight building. You save framing, rafters, sheathing and roofing, because the panels provide

both structural support and finished exterior. Workmen need no special training to do a fast, efficient erection job.

The wide range of standard sizes makes it easy to meet your specific space needs. Floor areas are practically unlimited—from 20 square feet up! Whether your building problems include office, warehouse, showroom or garage space, Armco Steel Buildings may be your most economical, permanent solution. Write us for details. Armco Drainage & Metal Products, Inc., 5115 Curtis Street, Middletown, Ohio. Subsidiary of Armco Steel Corporation.

ARMCO STEEL BUILDINGS





The gas incinerator may be installed outdoors, in a service porch, or beside the furnace in the basement, as it is here.

and easily removed by vacuum cleaners, automatic washers and the miracles of modern chemistry. But the garbage can, complete with its odors and flies, and the trash barrel that harbors the cockroaches and rodents, still stand at the back door, unlovely, unromantic, and repulsive with the odors of decay. They are the last connecting links between modern sanitary life and the unsavory past.

These too can go the way of the dodo and the Chic Sale. A convenient and economical method of getting rid of household wastes has been developed—the gas incinerator, which consumes all organic wastes and adds a desirable year-round load to the volume of the L. P. gas dealer who will make the effort to demonstrate and sell the units.

The gas incinerator is the one household appliance that does not

suffer from effective electrical competition. Not even from the electric garbage grinders, because there is no grinder on the market that will consume heavy bones or dry trash. The incinerator takes it all, and reduces it to a fine ash. And the lady of the house does not have to stand over it with her hand on the faucet; she dumps her garbage and other disposable rubbish in the hopper, turns on the gas, and goes about her chores. When the load is consumed, the gas turns off.

The market for gas incinerators is larger than you think. But you will never know until you get some preliminary units installed and working. This is another appliance that cannot be effectively pioneered from the salesroom floor; it must be sold in the customer's home, after a period of personal experience. For nobody will believe the convenience and economy as long as it is only in the salesman's story.

Where is the market? A great many residential areas, especially on fringe areas, are without adequate collection service. Some have none at all, and the residents must make their own arrangements for disposal. Rural areas have no public service on garbage or trash, and most country people are just as particular about their home surroundings as urban residents. And the roadside businesses everywhere have the problem of getting rid of trash and the odors of trash. The problem is particularly acute with the hamburger stands, small restaurants, and motels. These places are asking for your help. Schools, hospitals, apartment houses, and public institutions are likewise natural prospects.



Incinerators have an advantage over the electric garbage grinder, in that they will consume heavy bones and dry trash.

SALES TECHNIQUES

Rural and suburban residents who use septic tanks or cesspools are also immediate prospects for incinerators, even though they may have recently installed an electric garbage grinder. There are limits to the amount of heavy material that any septic tank can digest, as witness the growth of the cesspool pumping business. Adding the garbage to the normal sewer wastes doubles the amount of organic matter that must be digested, and few septic tanks have that extra capacity.

The gas incinerator has several auxiliary advantages—quiet operation, low initial cost, low operating cost, and easy operation. It may be installed outdoors, in a service porch, or beside the furnace in the basement—wherever there is room.

● Commercial Appliances

THE natural child of the domestic appliance business is commercial appliance sales. But many L. P. gas dealers skip the commercial appliance market because of lack of familiarity with the equipment. These are the reasons why every LPG dealer should go after as much commercial business as possible:

The gas load is generally much higher per customer, with larger deliveries and reduced accounting and collection expense.

The local gas man has closer and more frequent contacts than the hotel or restaurant supply salesman, and has a better opportunity to keep up with changing needs.

Regardless of who sells the equipment, the LPG company generally has to take care of the service work for accounts that he supplies with gas. The profit on the original sale will offset a certain amount of free service that is necessary.

The business is seldom as seasonal as the domestic load, and if off balance, is more likely to be heavy in summer.

Prospects for the sale of commercial cooking equipment—and gas in commercial cooking quantities—are not just limited to the hotel and restaurant trade. Any place where peo-

A black and white photograph of a large industrial machine, likely a textile spinning or weaving loom. The machine features a large horizontal cylinder, possibly a spindler or bobbins, mounted on a sturdy frame. Various mechanical components, including gears, belts, and structural supports, are visible. The lighting is dramatic, highlighting the metallic surfaces and the complex engineering of the device. The overall tone is industrial and technical.

RUGGED, DEPENDABLE



HANNAY
REG. U.S. PAT. OFF.
HOSE REELS
CLIFFORD B. HANNAY & SON, Inc.
WESTERLO, NEW YORK

85

ple are fed in volume needs the extra cooking capacity of the commercial range and bake oven. Resorts, lodges, camps, churches, fraternal orders, public institutions are all prospects, and many of them have outgrown their present equipment.

One of the largest potential markets is found on the large farms and labor camps where the cooking load is greater than the capacity of the normal kitchen range. The commercial ranges and other cooking equipment fit perfectly into the needs of these places, not only on account of the extra capacity, but also because sufficient cooking surface can be procured at much lower cost than can be done with two or more domestic type ranges. The commercial equipment does not have the expensive finish and trim of the modern domestic appliances; it is more rugged, and will stand much harder use. This is important in these large operations, particularly where the cooking staff grew up in a GI kitchen, and heavy feet instead of hands are used to close the oven doors and make other adjustments.

Many small restaurants offer immediate opportunity for replacement sales. In a high percentage of cases their growth has led to a hodgepodge replacement of worn or inadequate units, with a noticeable lack of balance in the present equipment. Units or entire banks of units may now be ready for replacement. In most cases the LPG dealer will be able to supply these replacements, with the selection on previous experience and anticipated needs.

Planning for new restaurant or large kitchen design presents additional problems. If the gas dealer does not have the experience to handle these, it is always possible to get help from the specialists employed by the equipment manufacturers or by the large resort supply houses.

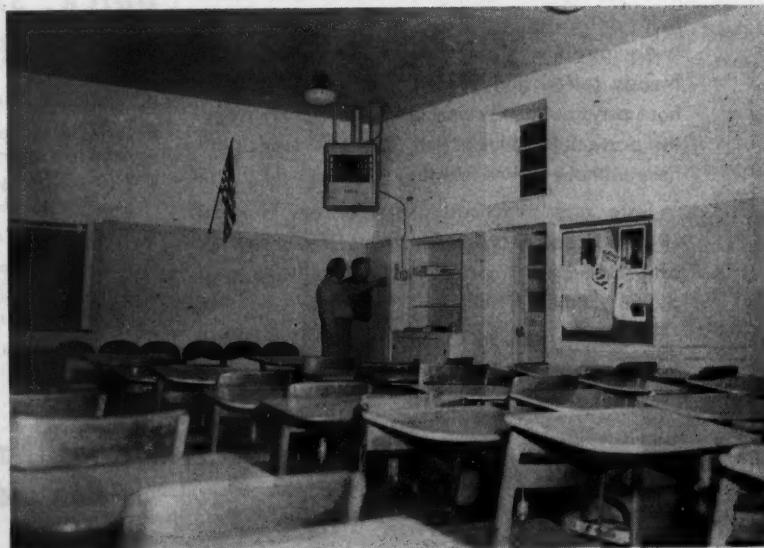
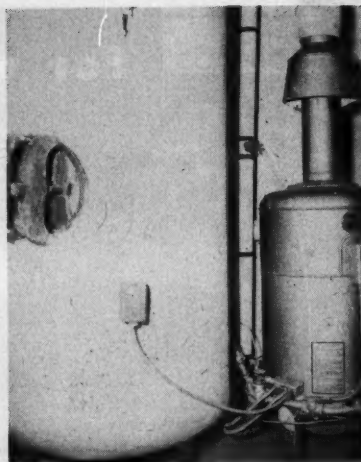
School and institutional accounts requiring commercial appliances are particularly desirable because they have a tendency to grow with the enlargement or modernization of the plant. A school account, for example, may begin with gas for the domestic science department. Later additions may include commercial ranges and water heaters for a cafeteria, special gas appliances for laboratories and farm demonstration units, and either a boiler or direct heating unit for the classrooms.

SALES TECHNIQUES

Photos: Petrolane Ltd.

Commercial business is a good load for the LPG dealer because larger quantities of gas are used and the business is not as seasonal as the domestic load. Boiler and storage tank (right) serve the school cafeteria and home economics department in Ramona, Calif.

A double range (below center) is installed in the cafeteria. The school also has overhead heaters with individual thermostat control for each room.



sell quality for every market



Deluxe units for the discriminating homeowner . . .
standard units for the mass "new home" market.
"Mr. B" sells 'em all—BRYANT, of course!



be "Mr. B"

(AUTHORIZED BRYANT HOME COMFORT DEALER)

Only "Mr. B"—the Bryant Home Comfort Dealer—has all 8 of these selling assets to build his business BIG:

1. A name customers know and want
2. The most complete line of automatic heating, air conditioning, water heating
3. Quality equipment for every market
4. Exceptional distributor service
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6. Personalized selling tools for you
7. National advertising featuring you
8. Co-op "Mr. B" ads for local papers

For bigger profits now, for a secure and prosperous future—see your Bryant Distributor. Ask him about Bryant's big "Mr. B" action program, and how it can make sales and money for you!

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AUTOMATIC HEATING
AIR CONDITIONING
WATER HEATING

4

Installation and Service

By Carl Abell • Editor

and

Harold C. Hood • Field Editor

Careful Installation and Reliable Service— Two Essentials in Keeping an Appliance Sold

REGARDLESS of how much experience and enthusiasm the sales organization has, it cannot do its job properly without the aid of the service department. The salesman makes the sale, but the serviceman makes sure that the sale stays sold.

The installation of a range or other appliance is one of the best opportunities you will ever have to do a thorough job of selling the customer on your dependability as a supplier of gas. Many operators muff this opportunity completely by improper preparations and careless or thoughtless conduct in the customer's kitchen.

The lady has bought a range on faith and a good demonstration; she expects it to arrive and be installed without messing up her premises or the kitchen, and she expects it to function properly the first time it is lighted, and continuously thereafter. So what happens? Do you send it out in the crate, which must be removed in her driveway, on her lawn, or on the back porch, leaving the wrecked crating material in an unsightly pile until the installation is complete? Does the installation man leave wood chips, powdered plaster, and other waste material on the kitchen linoleum? Does he have to spend an hour adjusting the burners and controls before she can cook her first meal on the range?

A good installation is a good show, carefully prepared in advance. The appliance has been uncrated at the dealer's service shop, and completely tested on gas exactly like the customer will use. Yes, they do come from the factory improperly adjust-

After the appliance has been installed, all features should be carefully explained to the customer. Showing her how to properly use the instruction book may save you service calls later.



ed, and quite frequently. The delivery is made with the appliance properly protected by padding and secured into a corner of the service truck. A clean appliance is moved into the kitchen, all installation operations are done with clean tools, making sure that any waste material is cleaned up at once. The gas is connected, all burners are quickly lighted and checked, and then all smudges and finger marks are carefully taken off. There it is, perfectly installed and ready to use, and there has been no fuss or muss, and no scrap materials lying around. The installation man can proceed at once to show

Mrs. Customer how to use the range, giving her a step-by-step personally conducted tour through the instruction book to show her that all the instructions she will need in the future are already in her possession.

A properly installed and carefully adjusted appliance is good insurance against a dissatisfied customer. Prompt and efficient service calls thereafter are further assurance that she will be well satisfied. And it is more important to keep an established customer satisfied than it is to sell a new appliance. A prospective customer who has not actually used your service can do you no harm, but

World's *Finest* Propane Delivery Units at *Lower Prices!*

Your Choice of 5 Models

Twin or single
600 to 2200 WG.



Model 300



Model 100

\$3,595.00

Twin propane unit (pictured above) is priced complete, ready to use, mounted on a brand new 1955 Chevrolet chassis, PTO, shaft, Viking mechanical seal pump, 50' 3/4" filler hose, lights, painted shiny aluminum over red oxide, piped complete and includes Federal tax

HUNDREDS OF OUR UNITS ARE NOW IN SERVICE THROUGHOUT THE WORLD



Model 200

IMMEDIATE DELIVERY on any Models (several sizes available in each Model) mounted and piped **COMPLETE** on chassis furnished by us.

We are authorized truck distributors (International factory LPG equipped, Chevrolet, Ford, GMC, Dodge or Reo.) We can save you up to \$900.00 on new trucks. Each unit is tested and ready to deliver gas when it leaves our shop.

We also **SAVE YOU MONEY** on Tank Installation Trailers — Domestic Systems, 115 to 1,000 W.G., and specially built two-wheel trailers with tank for servicing farm tractors with LPG and anhydrous ammonia



Model 150

EASY TERMS AVAILABLE — (No red tape such as financial statements, etc., necessary.)



**WRITE, WIRE or PHONE
FOR PRICES TODAY
WE SAVE YOU MONEY**

WHITE RIVER DISTRIBUTORS, INC.

Phone 570

Batesville, Arkansas

3 good reasons

why it will pay you to buy



GULFTANE LP-GAS

- 1 High quality—Gulftane is produced in plants of the latest design under accurately controlled conditions to specifications that meet the highest standards adopted by the LP-gas industry. It is free of moisture, gum, tar, dust, dirt, and sulphur. Or, to put it another way, Gulftane is the same high quality as Super-Refined No-Nox Gasoline and the other well-known products that carry the familiar Orange Disc trade mark.
- 2 Dependable supply—many natural gasoline plants and refineries, plus adequate storage, assure reliable, continuous supply.
- 3 Prompt delivery service—modern Gulftane producing plants strategically located throughout Gulf's wide-spread marketing territory, along with a fleet of new tank cars and trucks, assure prompt, efficient delivery service.

Also ready to serve you is Gulf's experienced engineering and marketing personnel. Get all the facts concerning Gulftane service—contact your local Gulf District Office or your nearest Gulf Division Sales Office (see addresses below).

131 Ponce De Leon Avenue
Atlanta, Ga.

127 Elk Place
New Orleans 13, La.

National Bank Building
Toledo 1, Ohio

31 St. James Avenue
Boston 17, Mass.

17 Battery Place
New York 4, N. Y.

P. O. Box 1679
Denver 1, Colo.
(Zone Office)

Gulf Building
Houston 2, Texas

1515 Locust Street
Philadelphia 2, Pa.

230 No. Michigan Ave.
Chicago 1, Ill.
(Zone Office)



GULF OIL CORPORATION • GULF REFINING COMPANY
1822 Gulf Building, Pittsburgh 30, Pa.



an established customer who is dissatisfied can do your business a great deal of harm.

Of the dealers interviewed for this issue of BPN, nearly all reported that word-of-mouth was their most effective type of advertising. Good service, which is largely responsible for favorable word-of-mouth advertising, was considered of utmost importance in a successful LPG business. Word-of-mouth advertising is the reflection of customers' opinions of their gas service. If this opinion is favorable, so is the advertising; if not, the advertising is unfavorable.

Servicemen are in an ideal position to get leads for new sales. Their

sales planning. In his conversation with the customer the serviceman is generally able to detect the early signs of interest in any new appliance and lay the groundwork for another sale.

Experienced LPG dealers have shown that, by observing the following suggestions, you may increase the quality of the service to your customers and decrease the service department expense to yourself.

Employ the Right Men

Your serviceman is your best goodwill ambassador, and a man with a likeable personality in the service department will greatly aid your

man must get the customer to realize this without taking offense.

Make it possible for salesmen to obtain every bit of service information and training available. The more any mechanic knows about his field, the better service he is able to render. The serviceman should be permitted time off to attend service schools and classes, and his participation in these activities should be encouraged. Experience of many dealers has shown that the expense of sending a man to service schools is less than the cost of the boners that an untrained serviceman may pull in the same period.

Sell only the best designed appli-



Clean tools, neat servicemen, and careful work pay off. The customer's first impression of your company is formed at the time the appliance is installed.



Care should be taken that your customer's linoleum and kitchen walls are not scuffed and smudged in the process of installing a range. Neat installations are the sign of a conscientious company.

calls to customers' homes are usually much appreciated, and their suggestions generally valued and taken into consideration. If the serviceman, during a repair or inspection visit to her home, tells the housewife that her family is not getting the full benefit of the food she buys because it is prepared on an out-dated, inefficient range, the chances are that she'll start thinking in terms of a new range.

While he is at the customer's home on a routine call, the serviceman has the opportunity to note the appliances used, and whether these are ready to be replaced with new units. This information is relayed to the sales personnel and incorporated in

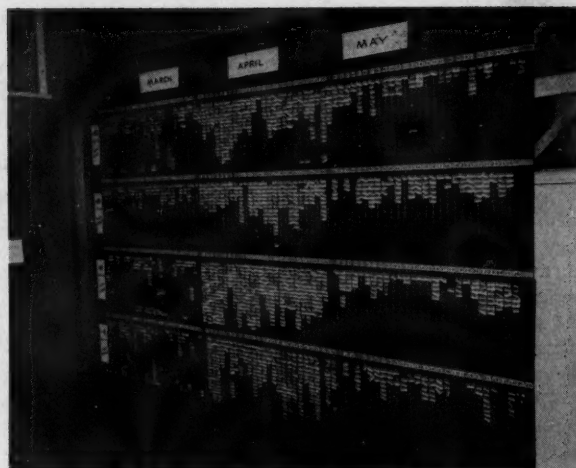
effort to establish friendly relationships with the people in your community. In selecting a man for your service department it is wise to select one who likes people in general. He should be courteous by nature and have a sense of humor. This last trait frequently saves the day when customers make seemingly unreasonable demands.

Your serviceman should be mechanically inclined and should have a knowledge of basic scientific principles. He should understand people and be able to exercise tact when dealing with them. Occasionally the trouble with an appliance lies with the person using it rather than with the appliance itself, and the service-

ances. The reason for this is obvious. The appliance designed for trouble-free operation, and for easy access to working parts by the serviceman, is going to require fewer and simpler service calls.

Properly equip the service department. The man with the proper tools and the necessary equipment does a job more quickly and efficiently than the improperly equipped workman. The cost of necessary equipment may seem high at the time of purchase, but is usually quickly saved in time and labor. Adequate, well-cared-for tools used on a service call add to the favorable impression of your company which you are trying to create in the minds of your customers. ■

A systematic delivery plan at Webster Gas simplifies the job of drivers, enables the company to tell customers definitely on what date to expect delivery of fuel, and reduces the number of emergency deliveries by cutting down on "outs."



Delivery schedule board used by Webster Gas Co. in Springfield, Mo. Delivery setup requires that each customer have at least 30-day storage on hand at all times. Drivers cover 25 routes per month.



Paul Anderson, left, Webster Gas manager, and James H. Dowell, service manager, discuss their systematic delivery plan. Company personnel work with customers in estimating customer's fuel requirements from total amount of LPG consumed by his appliances.

Unusual Schedule Board Reduces Delivery Problems For Webster Gas Co.

By Grier Lowry

A SYSTEMATIC delivery plan that is advantageous to both the company and the consumer has been put into operation by Paul H. Anderson, manager, Webster Gas Co., Springfield, Mo. Covering a 35-mile radius of a trade area that is growing rapidly, this firm has 2200 bulk accounts ranging from 115 to 6000 gal. and 500 metered accounts.

In building an operation with a good profit record and a reputation for service, Mr. Anderson, and the owner of the company, Jack Webster, have put major emphasis on working out a delivery system that is as smooth and trouble-free as possible.

Essence of the company's delivery setup is the idea of inducing each customer to have at least 30-day stor-

age on hand at all times. Each of the five drivers covers 25 routes every month, or one for each working day. This doesn't mean that each driver services every account each month since some of the storage is of sufficient size that 30-day servicing isn't necessary.

Storage facilities of customers have grown steadily in the past several years. In the winter of 1951, the average storage ran 377 gal. Today, it is about 441 gal. despite the presence of a number of cooking-size tanks that tend to bring the average down. Installations run about 65% 500-gal. tanks, 15% 1000-gal. tanks, and 10% cooking size.

First step in setting up the delivery plan is for company personnel to

work closely with the customer in estimating his requirements from the total amount of LPG consumed by various appliances. A figure is established that will permit the company to operate without emergency refills even in extreme weather.

Then the customer's name is added to a 6 x 6 x 10 ft delivery route board located in a strategic sidewall position in the stockroom where it is accessible to the drivers. The board is set up by customers names tagged on each route according to date.

Presiding over the entire system is a man in the office who operates the board by placing the customer's tag on a hook. Each day the tags are utilized in making up a route sheet which is given the drivers before

NOW!

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HAS

"MATCHLESS"

RADIANT GAS BARBECUE PIT RANGE



Welbilt Model 55950

New! "Matchless" completely automatic self-lighting range—no tumbling with matches.

Extral Versatile Sizzl-Griddle adds griddle cooking.

CHOICE! 3 COMPLETE L. P. LINES—MORE FOR THE MONEY—BY FAR

Welbilt Custom—Promotional Values With Quality Features

Welbilt Hostess—Fully Equipped—Budget Priced

**NEW! WELBILT-IN
L. P. GAS**

Wall Oven-Broiler and Counter Cooking Unit. Easily installed — fits most every standard wood and metal kitchen cabinets. In gleaming satin chrome.

DELIVER CAR RANGES - ALL MODELS

[illegible]

CUSTOM-MODELED GAS FLANGES

[illegible]

THE UNIVERSITY OF CHICAGO

So Easy To Sell
So Easy To Live With . . .
So Thrifty To Own

WELBILT LP

Write For Catalog
Welbilt Stove Company, Inc., Maspeth 78, N. Y.

FIRST... FORE

that's

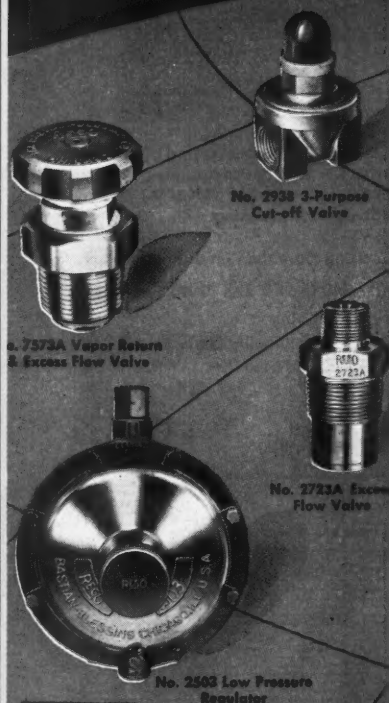
REGO

FIRST because the REGO LP Gas equipment you buy today is the result of over 40 years of actual field test experience . . . the experience of thousands of customers with millions of pieces of REGO equipment. REGO is no untried LPG line . . . it's a performance-proved line.

FOREMOST because the REGO line is the only complete line of Liquefied Petroleum Gas control equipment in the industry . . . complete for every LP Gas application requirement. REGO has pioneered the development of all its own equipment and has everything you need without exception. Beware of look-alike imitations.

FINEST because REGO equipment has a built-in engineered superiority . . . a time-proved superiority which assures the REGO buyer of trouble-free, long life economy. REGO LP Gas equipment is built to exceed the requirements of all national, state and local LPG regulations. You simply cannot buy finer, safer equipment.

The **BASTIAN-BLESSING** *Company*
4201 West Peterson Avenue • Chicago 30, Illinois



THE MOST... FINEST...

LP Gas Control Equipment



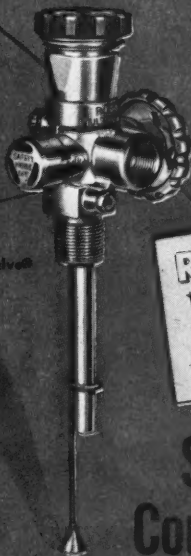
No. 7505 Recessed Relief Valve



No. 7545 Recessed Relief Valve



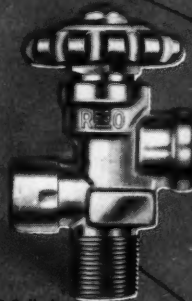
No. 3131 Non-Recessed Relief Valve



No. 7555 Multivalve Assembly



No. 7523-B Service & Reserve Indicator



No. 3103C0 Cylinder Valve



No. 7579 Double Check Filter Valve



**Send
Coupon**

for new RegO Distributor Promotion Package. A real sales builder... no obligation!

Be sure to visit us at Booths 83-85, 102-104 National LPGA Trade Show!

THE BASTIAN-BLESSING COMPANY
4205 West Peterson Avenue
Chicago 30, Illinois

Please send me without obligation your new RegO Distributor Promotion Package.

Name

Firm

Address

City Zone State

they start out and which shows the names of customers to be serviced, their location, size of order, etc.

"The system has a number of advantages," declares Paul Anderson. "It simplifies the job of the driver, tells him exactly where to go and what deliveries to make each day. It also provides the office with an accurate check on the drivers and their work. We can tell whether a driver is falling behind in deliveries.

"It also permits us to tell a customer on what date to expect delivery and mean it," Mr. Anderson adds.

"It reduces the number of emergency deliveries by cutting down on 'outs.' It also reduces office personnel. It promotes efficient deliveries 12 months of the year."

The manager admits that there are a few disadvantages involved. "First, it requires one person just to supervise the route board operation. Second, if a driver has to take off because of illness, or some other reason, or a truck is out of service, the system tends to break down somewhat, since it is set up on a 25-day a month schedule and that many deliveries

have to be made regardless of what happens. But, all and all, it has many features that we think have been a big factor in giving us a reputation for prompt, efficient deliveries."

In operation since 1941, Webster Gas is housed in a 40- by 75-ft building in a modern suburban shopping center. The firm operates 15 trucks, including five delivery trucks, four service trucks, two installation trucks, and one pick-up truck for installations and bottle deliveries.

One of the recent moves engineered by the company, which has proved successful in every respect, was to purchase three ½-ton pick-up trucks for the use of the salesmen in place of the motor cars formerly used.

"We have benefited tremendously from this particular change," says Mr. Anderson. "In the first place, the initial outlay for the trucks was only half as much as for the cars. It was costing us \$100 a month to operate the automobiles and they had absolutely no advertising value. Our pick-up trucks were painted a bright orange, decorated with signs which identify the company, and are easily spotted by people through the areas covered. Then they have still another advantage: salesmen find they have ample room to carry appliance demonstrators, sales aids, and other materials in the lightweight trucks."

Company facilities include 64,000 gal. of storage in Springfield and 18,000 in Marshfield, where the firm operates a branch store. The Springfield facilities also include two large warehouses and a large storage lot at the back of the store which is surrounded by a 6-ft cyclone fence.

Among the recent worthwhile innovations was a completely equipped repair shop, manned by a qualified mechanic, where all maintenance and service work on trucks is performed. Doing its own repair has given the company at least a 25% savings, the manager estimates.

Webster Gas uses all International trucks, except for the pick-ups, and this policy promotes standardization of parts and labor. By standardizing parts on trucks, the firm is able to take advantage of quantity buying on spark plugs, oil filters and other items.

Another facility which is definitely "in the works," according to Mr. Anderson, is a sheet metal shop where work on special installations, particularly hot water baseboard radiation

Okadee HOSE NOZZLE

for Dispensing LP GAS



Model 533

Now an even better hose nozzle—unexcelled for safe, easy LP gas service from trucks and stationary units. Here are a few of the features that are making Okadee Hose Nozzles standard with distributors and dispensing equipment manufacturers:

- New automatic bleed.
- Lighter weight—only 2¾ lbs.
- Easy operation at all loading pressures.
- Excellent flow characteristics for fast loading.
- Self-closing valve as shown above; or available with hold-open latch (latch not UL approved).
- Standard one-inch connection adaptable to fit all types of tank fittings.

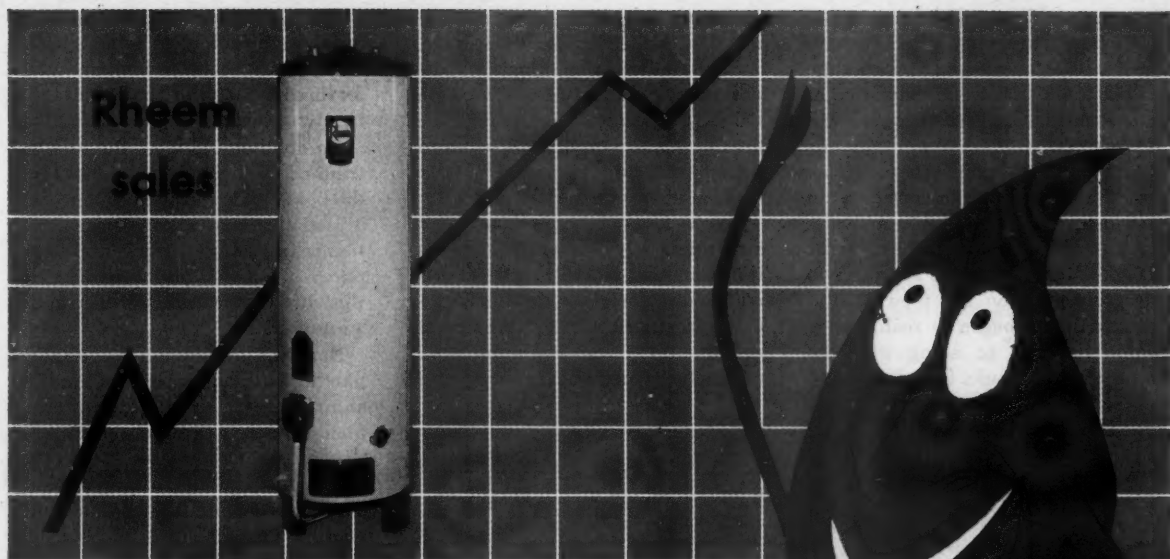
Write today for full data and prices on this new hose nozzle!

SEE THIS HOSE NOZZLE IN OPERATION IN BOOTHS 210 and 211, National Liquid Petroleum Gas Association Convention, Conrad Hilton Hotel, Chicago, May 1st through May 4th.

Okadee COMPANY

332-E South Michigan Avenue
Chicago 4, Illinois





YOU'VE BLOWN THE TOP RIGHT OFF OUR SALES CHART

(and we love you for it!)

Rheemglas sales are still climbing—thanks to the fine job that you dealers are doing. But this is only the beginning!

By golly, we're happy! You dealers have done such a swell job with the Rheemglas Water Heater that sales have been even greater than we expected—and we expected plenty!

The best way we know of to thank you is to keep Rheemglas deliveries coming as fast as you ask for them. So far, that's been mighty fast, but with stepped-up production schedules we'll do our best to keep on delivering Rheemglas Water Heaters as fast as you can sell them. And that goes for our Coppermatic and galvanized lines too!

Once again, keep up the good work. And thanks!



**Switch-in-Time
Switch to**



World's largest maker of automatic storage water heaters

IF YOU'VE BEEN MISSING OUT ON THE RHEEMGLAS PROFIT PARADE, WRITE THE RHEEM OFFICE NEAREST YOU FOR FULL DETAILS.

801 Chesley Ave.
Richmond, Calif.

4361 Firestone Ave.
South Gate, Calif.

1025 Lockwood Dr.
Houston, Texas

3693 E. Marginal Way
Seattle, Wash.

7600 S. Kedzie Ave.
Chicago, Ill.

477 Madison Ave.
New York, N.Y.

Box 6718
Sparrows Point, Md.

4901 Jefferson Highway
P.O. Box 4027,
New Orleans, La.

jobs, a specialty, will be done.

The fact that more of their customers are using large-sized tanks, in line with the national trend, has brought a few headaches, according to Mr. Anderson.

"At the beginning," he said, "we had trouble selling the consumer on the idea of increasing his tank size due to statements of competitors that 500-gal. size tanks were adequate to meet any situation. But then all local dealers finally began to realize they would have to go along with the trend to larger tanks in order to sur-

vive and they eventually increased the size of their consumer storage."

Paul Anderson and Jack Webster are in complete agreement on the value of constant advertising. The firm uses almost all forms of advertising, including television, direct mail, movie, radio, and newspaper.

"We've obtained best results from direct mail advertising," Mr. Anderson comments, "which usually involves circularizing our customer lists at regular intervals. We find we get about 4% response from direct mail which goes out on an average

of every 60 days. Direct mail material often centers on some 'special,' such as a recent promotion which featured a one-third discount offer on any gas range in stock."

On another occasion, the firm distributed 8000 colored circulars to all the boxholders in the area to feature a used-appliance sale. A dozen or so items, including a good used Humphrey heater for \$12, were listed on this direct mail piece, which pulled a lot of traffic.

Both the owner and his manager like to pull an occasional unusual stunt to inject extra vim into direct mail advertising. Recently, Mr. Anderson, an experienced pilot, scattered 6000 handbills from an airplane, covering 29 communities in a radius of 40 miles in three and one-half hours. Only three ranges, the item featured on the handbill, were sold as a direct result of this promotion, but it aroused interest, created comment in the towns covered and helped keep the company's name before the public.

The firm maintains an appliance inventory of \$30,000, which covers a good selection of brand names in all prices and sizes. Drivers receive 10% of the total purchase price of merchandise for turning in leads that result in sales.

"Our appliance business has dropped sharply in the past several years," Mr. Anderson disclosed, "due to the drouth and the competition posed by television for the farmers' dollars. But the gas volume has increased steadily in the same period."

"We have a policy," he added, "of refusing to sell merchandise at near-cost prices simply to make a sale. We demand a fair margin of profit on all merchandise and maintain this policy in the face of low-profit selling by competitors."

Another interesting development in the Springfield area is the demand for butane standby heating systems as a method of counteracting the short supply of natural gas. To date, Webster Gas Co. hasn't done much toward tapping this market, but has a well-planned campaign ready to go into action. Springfield requires standby heating systems on any natural gas installation with a Btu load of over 400,000. The company recently made its first installation of this type in Springfield, involving a propane air-mix system, at the O'Reilly Veterans Administration hospital. ■

Modernize

YOUR FOOD SERVING



GRILLATOR

ALL NEW!



BROILER



FRYER



FOOD-WARMER

TO PREPARE BETTER Food, & SERVE MORE Customers!

These NEW Anets counter units sparkle with eye-appeal and amaze users with their speedy performance. They provide a whole kitchen on the back bar for broiling, frying, food-warming and grilling. Show prospects Anets new Bulletin #195. You'll get the order easier.

BROILING FRYING AND GRILLING

BROILS BOTH SIDES of the MEAT AT THE SAME TIME

Takes only 3 minutes to pre-heat. Broils a medium steak in 5 minutes. Has two burners. Upper infra-red-ray have burner and lower broiler plate burner have separate valve control. Broiler plate rolls out on ball bearings. Cabinet, splash plates, top burner and radiants are made of stainless steel. Occupies space of only 14" wide x 25 1/4" deep. Write for Bulletin #109.

FRYER AND FOOD WARMER

New Filter-Fryer has greater efficiency, improved performance and new streamline design. Banks tight against the new dry or moist heat food warmer. Both have stainless steel cabinets. See them on display.

Visit Anets Booth 574-5, Natl. Rest. Show



ANETSBERGER BROS., Inc.
191 N. ANETS DR. NORTHBROOK, ILL.



COLUMBIAN Delivery Trucks

Selected by a major producer as its standardized delivery design. Pump mounted with direct-drive power take-off for speedy transfer. Engineered to your state regulations . . . easily adaptable to your customized needs. Pictured is 1775-gallon custom unit with curbside controls. Rear-mounted controls available. This is a product of 61 years tank-building experience.

COLUMBIAN L-P

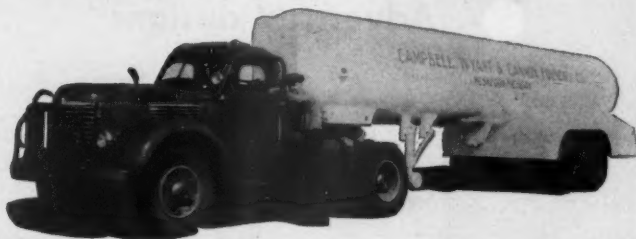
Delivery Trucks • Semi-Trailers

Storage Tanks • Domestic Systems

Anhydrous Ammonia Tanks

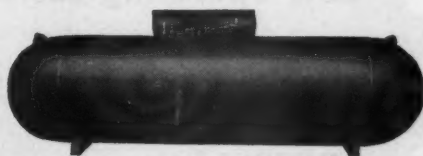
COLUMBIAN Custom-Built Semi-Trailers

Designed and built to solve your own transportation problems. Long-experienced engineers and craftsmen combine their experience with quality materials to provide you greatest strength with lightest weight for a payload that PAYS. Pictured is 4725-gallon single barrel transport.



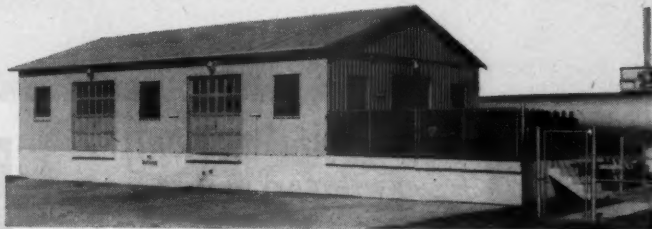
COLUMBIAN Domestic Systems

ASME code construction throughout, in six sizes, 213 to 1000 water gallons. Top quality materials and workmanship. Fittings conveniently grouped and protected by sturdy weather cap. U. L. approved.



COLUMBIAN Industrial Steel Buildings

Sound, permanent, steel buildings with high utility. Easily, inexpensively erected by unskilled labor. Pictured is 30 by 50-ft. cylinder-filling house with 10-ft. sidewalls. Ideal as pump houses, warehouses, office-buildings and show-rooms. Write for 16 page catalog "The Magic of Steel" fully describing sizes and uses Columbia Industrial Steel Buildings.



Write Today for Free, Completely Illustrated Literature!

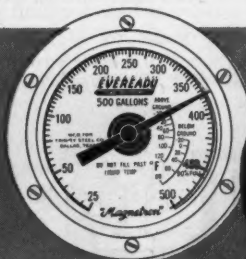
Trade Mark
Reg. U. S.
Pat. Off.



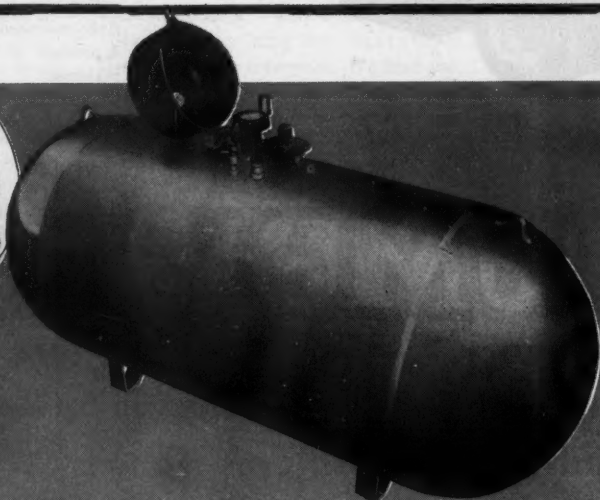
COLUMBIAN STEEL TANK CO. P. O. Box 4048-B Kansas City, Mo.

The Trinity Bonus

PRECISION ENGINEERING that



LARGE EASY-
TO-READ
GALLONAGE GAUGE



- **Advanced designs**
- **Rugged construction**
- **Quality materials**
- **Low operating costs**
- **Higher payload profits**
- **TRINITY know-how**

TRINITY Eveready Gas Systems are budget engineered for customer satisfaction. Sturdy construction guarantees long economical service. Sizes range from 150-gallon capacity to 1000-gallon capacity. All tanks ASME Code National Board Inspection and UL label. Immediate delivery.



The Trinity Story

WRITE TODAY for your copy of TRINITY'S Famous catalog "The Trinity Story." This beautiful 12-page booklet covers all TRINITY trucks and tanks.



Be sure to visit the TRINITY BOOTH at the next convention and watch the famous TRINITY No. 106 in operation.

3 3 0 1 S O U T H L A M A R S T R E E T ●

pays off in profits to you:

TRINITY'S Twin Barrel Model No. 104, 1400 WG capacity, built for long hard economical use. Clean simple lines. Model shown built for Bert Schrank of Hamilton, Texas.



The famous Model No. 106, 1400 to 1700 WG capacity, is a favorite with operators all over North America for performance, beauty, and dependability — ask for the Twin Barrel No. 106.

Twin Barrel Model No. 100, 2450 WG capacity, 46-inch diameter, X-rayed, and stress relieved. Carefully designed to meet strict State requirements. The TRINITY "Payloader" is a popular model with L-P gas operators.



BLIMP profits are bonus profits. No more dead weight hauling — bigger payloads — X-rayed and stress relieved. Shown here, the Tandem Axle "Blimp" Transport with cab over engine tractor. 6850 WG Capacity.



DALLAS, TEXAS • H U N T E R 8 3 2 1

You Can't Hardly Get a Radio No More . . .

MOBILE radio usage in the LPG industry today is in a state of suspended animation. Like a dream walker, it is going nowhere fast because no one seemingly cares enough about it to guide it along the proper—if you'll pardon the pun—channels.

Mobile radio for LPG operators is a stepchild at the moment, ejected from one category of permissive regulation and as yet not adopted by another. This situation is only temporary, of course, and as such can be lived with; but the long-range outlook is one that is full of potential perils. LPG operators who now have, or plan to have, radio facilities, may wind up with a handful of nothing.

The present situation is the outgrowth of the Federal Communication Commission's Docket 10743, under which the provisions for licensing LPG dealers under the Highway Truck Radio Service were terminated. These dealers presently licensed in the highway truck service will eventually be eligible in a Special Industrial Radio Service, to be established by terms of the FCC order. But the commission also provided that "persons authorized to operate in the Highway Radio Service whose operations have not been transferred into the Special Industrial Service" may continue to operate until March 15, 1960, subject to the limitations on communications and use contained in Section 16.252-(d) of the new rules. Thus, present licensees may continue to operate as before under their outstanding authorizations.

As of the moment, then, no one is really hurt except those dealers who want to add radio equipment immediately—or in the period until the new rules are set up covering LPG operations. The commission refused a request for some interim type of approval for new applicants until the Special Industrial Service Regulations are (as they say in Washing-

ton) "finalized," because of the great difficulty inherent in attempting to license new applicants where no rules or standards are provided for this purpose.

Even this ruling does not completely close the door on new applicants—they can always use the regular "citizens' band," but that's a poor substitute.

Long-range, the big question is compatibility of equipment. What equipment now in use can also be used with whatever new frequencies are assigned is the nub of the matter. Even the equitable amortization period may not fully protect LPG dealers with equipment of recent vintage. Like it or not, they may have to buy a great deal of new equipment after 1960.

Docket 10743 appears to have got its start with the American Trucking Association, which was merely doing what any good trade association does—protecting the interests of its members. LPG dealers using radio had been operating under the Highway Truck Radio Service on the 40-mc band, sharing it with fuel oil dealers, common and contract carriers, intercity bus lines, and others. The upshot of the hearings was that the intercity bus lines were pulled out and placed under one service, and truckers—both common and contract carriers—were pulled out and placed under a Motor Carrier Radio Service. With nobody to put up a real battle for them, LPG dealers were left dangling along with whatever other stepchildren were not placed under one of the new services.

Eventually, LPG dealers will be placed under a Special Industrial Radio Service. One big question at the moment is "when?" Six months might be a good guess. Meanwhile, as stated previously, those dealers who already have radio may continue to use their equipment until the amortization period runs. Those com-

panies who were caught with their plans in midair may go ahead and buy equipment for use on the "citizens' band," if they so desire. But this is UHF (460-470 mc) and virtually line-of-sight, so in flat terrain its usefulness is slightly more than nothing. Costly towers of considerable height must be built to provide adequate range; or, around large cities, roof space on tall buildings might be leased. But even if a dealer can use the citizens' band with adequacy, this band (which is available only to persons who are not entitled to the use of other bands) will be barred at the end of the amortization period. So he, too, would be forced to replace such equipment at that time.

It's dubious, then, that anyone is going to adopt radio in his operations until the new rule-making has been completed. So the status quo remains. Would it have been possible to promulgate a new set of rules for a new service at the same time the rules for the new Motor Carrier Radio Service were being set up? Perhaps yes, perhaps no—but certainly not without some active participation by LPG spokesmen.

As for tomorrow, it is certain that a new service will be established. But when—and what type of service? Will it be adequate for the needs of LPG dealers? Will equipment now in their hands be adaptable? Just what are their needs? Does anyone know?

It might prove helpful if the national association would conduct a widespread and scientific survey of the present equipment and operating situation. Findings could be compiled and laid before the FCC and—who knows?—they might be an effective instrument in carving a new "service" that would be adequate and satisfactory to all concerned.

This could have been done yesterday. It should be done today.



TRAILER TRANSPORTS
Single & Double barrel
3 to 5 Year financing

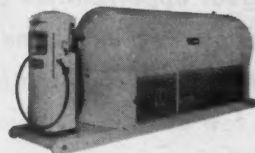


DEALER STORAGE
2,000 to 30,000 Gallons
3 to 5 Year financing



LP-GAS SYSTEMS
Anhydrous Ammonia Systems
3 to 5 Year financing

Why BEAIRD?



LP-GAS FILLING STATIONS (PAT.)
3 to 5 Year financing



NATIONAL ADVERTISING



DEALER MERCHANDISING



STOCKING POINTS



Because

when you do business with Beaird you deal with an integrated organization whose five large divisions combine to offer you a full line of equipment, plus a realistic merchandising, long-term financing, inventory and selling program.

What does this mean to you — an LP-Gas dealer? It means simplified purchasing of top quality equipment, a balanced inventory with lower capital investment and a full-time salesman calling on your customers from the pages of nationally read magazines and brochures mailed in your trade area.

Put Beaird's "Profit Plan" to work for you today. Ask your nearest Beaird representative for full details... or write.



PACKAGED COMPRESSOR PLANTS



CAST STEEL FITTINGS



PRESSURE BULK STORAGE



ANHYDROUS AMMONIA EQUIPMENT



LP-GAS SYSTEMS

**MACHINING
MANUFACTURING
STEEL WAREHOUSE**

**—Five great Beaird
manufacturing divisions**

BEAIRD

Shreveport, Louisiana
Stockton, California

THE J. B. BEAIRD COMPANY, INC.

1955

NEW APPLIANCE ROUND-UP

Great opportunities await the LPG dealer this year. Pinpoint pilot flames, automatic top burner controls, and combination washer-dryer units are but a few of the new developments designed to help the industry spread the use of gas, and increase its profits. Not only are manufacturers furnishing better products for the market, but they are also supplying greater quantities of improved sales aids for the dealers, frequently without charge. To secure information on the following products and available sales helps, fill out the coupon and mail, indicating by number information desired.

Ranges

1. Automatic Oven



You can set the new Hardwick gas range and go visiting—the oven turns on, cooks, and turns off automatically.

This range is available with or without oven window and light. All

models feature the glass and chrome-trimmed backguard with twin range-top lights, clock, and appliance outlet.

Oven heat of this Hardwick is balanced, due to Hardwick's butterfly-shaped "Equaflo" oven burner, which distributes heat in an oven-shaped pattern, and extra heavy insulation. Hardwick Stove Co.

2. Top Griddle



Phillips & Buttorff Manufacturing Co. has a new line of "Enterprise" ranges for 1955 which includes the 736 series with top griddle and extra grate assembly. All available with Simplex simmer-top burners if so ordered.

These custom models have thermostatically controlled ovens with "Look-in-Oven" feature; contoured oven and compartment doors with a roll-out broiler assembly with deep pan and heavy grid; a clock panel with four-hour timer; electric appliance outlet; a tall backguard with concealed oven vent; large utensil storage compartment with drawer on roller ball bearings.

All white panels are finished in Titanium acid-resistant porcelain enamel with porcelain finish throughout, including bases, burner-box bottoms, main back walls and oven racks. All models are 36 in. with 36 in. height to cooktop.

Phillips & Buttorff Manufacturing Co.

3. Large Oven



In the 1955 line of re-styled Dixie gas ranges is the "Dixiemaster" 30, model 720-7L. Deluxe number in the entire line of 30-in. ranges introduced by Dixie for the first time last year, the new 720-7L features re-styling plus many functional improvements.

Only 30 in. wide overall, the full-width oven that has both the space and baking capacity to roast two 25-lb turkeys simultaneously, continues to be the outstanding feature of the 1955 model. Automatic oven lighting controls with safety valve added, automatic interior oven light and wide oven door window are additional refinements.

Finished in acid-resistant porcelain enamel throughout, this range also has many other outstanding features

found only in higher priced units. These include electric clock and timer, dual electric appliance outlets, plus unit-type porcelain enamel grates that permit sliding of cooking vessels from one burner to another without lifting, and automatic oven temperature control.

Functionally styled backguard with enclosed full-width fluorescent light is attractively accented with easy-to-clean gold and chrome trim. A full width, chrome oven door handle adds to the impression of great size and capacity.

Model 30 features include drop-front broiler door; roller bearing drawer, rounded oven corners, porcelain enamel drip trays, full wrap-around Fiberglas oven insulation and top burners scientifically designed for maximum fuel economy.

Dixie Products Inc.

4. Built-In Units



The Welbilt Stove Co. Inc. has announced the introduction of "Welbilt" in gas wall oven units and top surface units for built-in kitchens.

These ranges will be available in a choice of satin finish chrome or enamel finish and have electric clock, timer, glass oven window and oven light, with automatic oven as optional equipment.

Welbilt Stove Co.

5. Kitchen Heater

A completely new line of "Bengal" 30 in. and 36 in. automatic gas ranges, 30 in. and 36 in. automatic kitchen heating gas ranges and 20 in. ranges is announced by the Floyd-Wells division of the John Wood Co.

The 30-in. gas range with an oversized 23-in. oven, and the 30-in. kitchen heater gas range, the new models, are designed to meet the growing demand for automatic cooking appliances in compact dining- and



living-area kitchens where space is at a premium.

All Bengal models will incorporate one piece main tops, individual drip trays, burner bowls and easily removable broiler chassis for easy cleaning. Automatic models will have automatically timed convenience outlet in the "Panelramic" backrail, "Sparkle-Lites," oven clock control, and "Potwatcher" to turn top burner off automatically.

Non-automatic models will incorporate the Robertshaw "Temp 'n Time" automatic oven heat control and automatic oven timer, which turns the gas off when the cooking is done. A polished cast aluminum broiler serving tray is standard equipment on the automatic models and optional on all models.

Kitchen heater models in both 36 in. and 30 in. sizes will feature "Temp 'n Time" oven controls and a four-hour alarm time clock.

Floyd-Wells Co., division of John Wood Co.

Direct Space Heaters

6. Extra Safety



A new line of gas-fired unit heaters has been announced by Janitrol Heating & Air Conditioning division of Surface Combustion Corp. The line, known as the Model UCS, is said to be quieter, more compact and have extra safety features. The equipment will be available in an extensive range of sizes, from 50,000 to 225,000 Btu/hr capacity.

Changes included improved motor mounting, easier access for pilot lighting, and a handsome, blue-gray baked enamel finish. Many popular features such as the "Ampli-Fire" ribbon burners, durable, "Multi-Thermex" heat exchanges and two-way overheat control have been retained in the new models.

Janitrol Heating & Air Conditioning Division, Surface Combustion Corp.

For notices of more new products and trade publications turn to page 181 of the Power Section.



READERS' SERVICE COUPON

Just fill in this coupon for Products information and copies of new publications, and mail to

BUTANE-PROPANE NEWS, 198 S. Alvarado St., Los Angeles 57, Calif.

5/55 Fill in numbers of items in which you are interested.

No. No. No. No.
No. No. No. No.

NAME AND TITLE.....

FIRM'S NAME.....

ADDRESS.....

CITY.....ZONE.....STATE.....

BUZZER INDUSTRIAL GAS EQUIPMENT
Reg. U. S. Pat. Off.

NO BLOWER OR OTHER POWER NEEDED
JUST CONNECT TO GAS SUPPLY



Oven Furnaces

BUZZER Equipment, a buy-word since 1911, provides the hottest and quickest heating ... without blower or power. Wide range of turn down and heat control. You can depend on a BUZZER.

Send for complete BUZZER Catalog

CHARLES A. HONES, Inc.
126 SO. GRAND AVE., BALDWIN, L. I., N. Y.
BURNERS - FURNACES (Heat Treating, Melting, Soldering)

Mfrs. since 1911

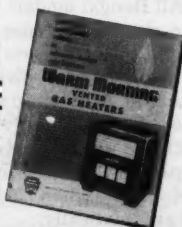
Find out how you can make more money with WARM MORNING LP-Gas Heaters!

Fill out, detach and mail the coupon below today. Learn how you can make more money as a dealer for the hottest line of LP-Gas Heaters in the field—WARM MORNING.

The beauty of selling Warm Morning heaters is that your customers know the Warm Morning name. It's a name they respect and trust. Features like the exclusive "Heat Ramp" have the kind of appeals that move merchandise.

So, don't put it off! Find out how you can make more money by selling Warm Morning LP-Gas Heaters. Mail the coupon today for literature and facts!

SEND FOR COMPLETE LINE CATALOG



The Warm Morning "365". Heats three to five rooms with 65,000 BTU input. Complete safety controls.



HERE'S A COMER! WARM MORNING LP-GAS INCINERATOR

Write immediately for full information on the new Warm Morning LP-Gas Incinerator. It's a money maker for you. Burns trash and wet garbage. Best built and fastest selling incinerator on the market.

MAIL COUPON FOR FREE INFORMATION!

LOCKE STOVE COMPANY, Kansas City 5, Mo.

☐ Send me your catalog and other information on Warm Morning LP-Gas Heaters.

☐ Send me complete information on the Warm Morning LP-Gas Incinerator.

Name _____

Address _____

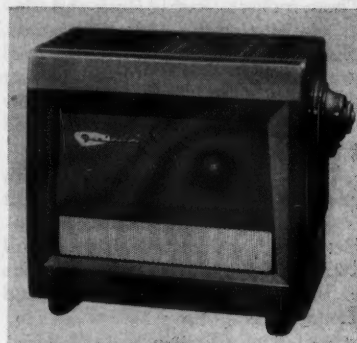
City _____

Zone _____

State _____

See Us At Booth 187, LPG's 1955 Convention and Trade Show
Conrad Hilton Hotel, Chicago, May 1-4

7. Automatic Operation

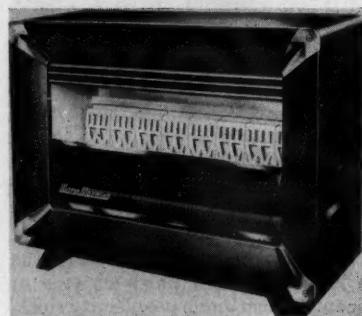


The Duo-Therm model 1204 "Mayfair" gas heater is being featured this year by the Duo-Therm division of Motor Wheel Corp. It has optional power air blower and either electric or mechanical thermostat which makes operation completely automatic. Fully vented, the Mayfair comes in 33,000 or 43,000 Btu inputs. It has a Sandalwood finish.

Duo-Therm manufactures 11 models of heaters altogether, ranging in input capacity from 23,000 to 66,000 Btu's. In addition to the "Mayfair," other trade names are the "Chippendale" and "Windsor" models.

Duo-Therm division, Motor Wheel Corp.

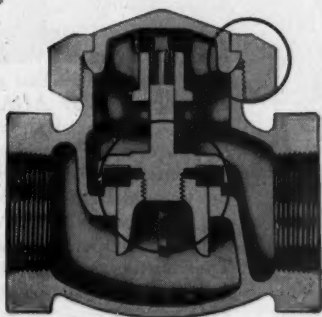
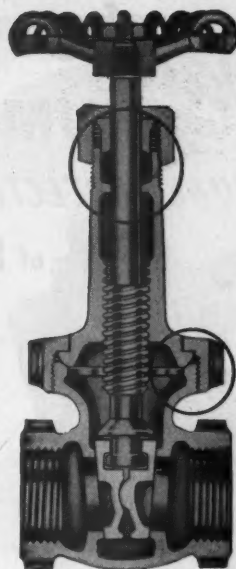
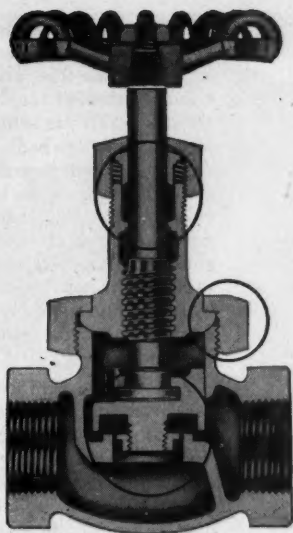
8. Picture Frame Styling



Locke Stove Co. has introduced a line of "Warm Morning" unvented gas heaters. It expects to begin factory shipments in early May. The new models will be known as the "Rio Grande" series.

Modern "picture frame" styling gives the new models a distinctive and decorative appearance. Styling features include a unique design of front grille constructed of perforated metal and the use of round chrome bars instead of flat louvers across the top. The clay radiants above the burner embody the W-M initials as an integral part of their design.

These unvented gas heaters are designed on the cool-cabinet princi-



GATES - GLOBES - ANGLES - CHECKS

Special synthetic packing in the amply proportioned stuffing box provides an absolute seal and reduces stem friction. Best packing there is for volatile fluids!

Line-contact, body-bonnet joint is designed for a leakproof seal by mating the spherical seat on the bonnet with an angular seat on the valve body.

Renewable synthetic discs on globe and angle valves are long wearing ... and resilient for positive closure. Slip-on-type disc holders have adequate guiding to assure accurate seating.

... valves for positive control of L-P Gas!

All OIC Valves for L-P Gas service are Underwriter approved. They are recommended for volatile fluids, light oils, hot or cold water and air.

Valve bodies are sound, cast of A. S. T. M.—B61, steam bronze and fitted with heavy, union-type, body-bonnet connections for long leakproof service.

Stems are accurately machined of OIC 40 Alloy (an aluminum-silicon-bronze which won't gall or seize).

For complete information on sizes ($\frac{1}{4}$ " to 3"), pressures (400 lbs. WOG, non-shock) and prices, write for the OIC L-P Gas Folder, Form 1002 or contact your local OIC Distributor.

THE OHIO INJECTOR COMPANY • WADSWORTH, OHIO

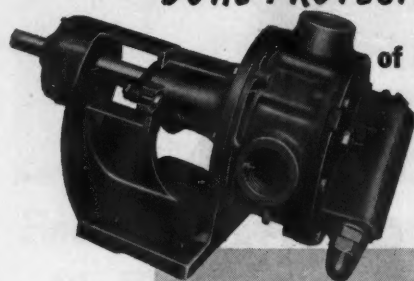


VALVES

BRONZE & IRON, FORGED & CAST STEEL;
LUBRICATED PLUG VALVES

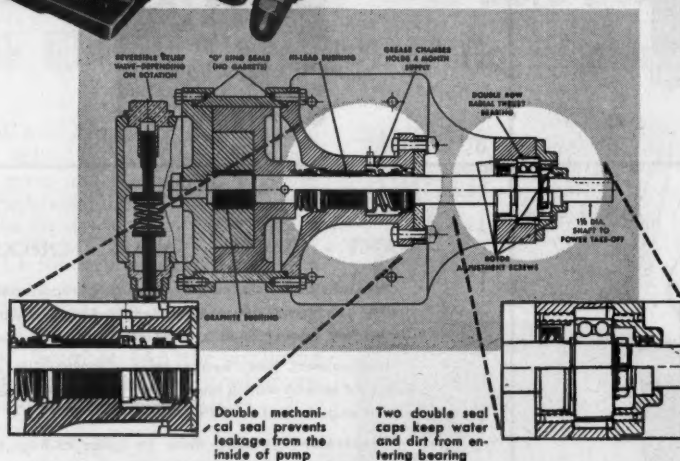
Invader PUMPS with

DUAL PROTECTION Against Hazards



of L-P Gas Service

**DOUBLY SEALED...to keep
VOLATILE LIQUIDS IN...
DIRT AND WATER OUT**



Double protection against leaks at one point... double protection against the inroads of dirt and water at another... O-Rings instead of gaskets at a third... are highly protective features of Invader Rotary Pumps for hazardous liquid service.

A double row radial thrust bearing holds the shaft in perfect alignment; the popular gear-within-a-gear principle is improved by Invader's exclusive "rolling tooth" design. These, with other construction features (only some are shown above) make Invader a self-priming, non-pulsating pump which is a miser in power consumption, a brute for the punishment of truck, yard or transfer service, a glutton for work without "down-time" vacations, and an infrequent caller for replacement parts.

Ask for folder showing types, capacities and materials of construction.

Wayne

THE WAYNE PUMP COMPANY
SALISBURY, MARYLAND



Red Jet WEED CONTROL BURNER

**USES LIQUID L. P. GAS —
The Most Economical
Burner Yet Designed.**

- Uses Full Tank Pressure.
- Throws Flame 8 to 12 Feet.
- Flame Temperature 2500 Degrees, Plus.
- Burns 12 to 25 Gallons Per Hour.

**The RED JET Has Many
Applications in Farm,
Commercial and Industrial
Uses!**

- Kills All Annual Weeds.
- Kills Insects — Destroys Their Eggs.
- Prevents Reseeding.
- Decreases Labor Cost in the Fields.

Manufactured by Northwest Fabricators, **NYSSA, OREGON**

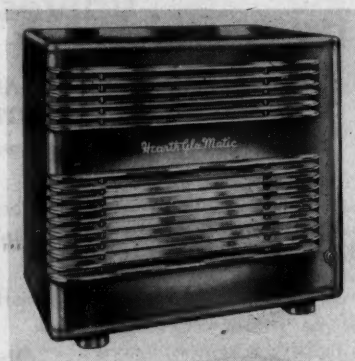
ple in which heat is radiated and circulated from the front of the heater, while the top and sides of the cabinet remain "touch cool" for extra safety. This is achieved by means of a special "tri-baffle" interior construction which permits two separate channels of air to be heated and circulated through the front, and keeps a third layer of air next to the cabinet sides and top relatively cool. Front radiation of heat is further enhanced by five or more clay radiants directly above the burner which glow red in the gas flames.

A precision drilled "universal" cast iron burner with high raised ports is used with all gases. The venturi enters at the center to insure even blending of gas and air. Installation, cleaning, or conversion from one type of gas to another is simplified by a "pull out" burner arrangement. Loosening one screw "frees" the burner and manifold assembly so that it can be withdrawn easily through the access door on the side of the cabinet.

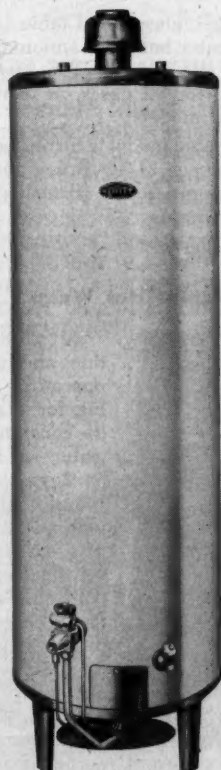
Three "Rio Grande" models are offered, with input ratings of 22,000, 26,000 and 35,000 Btu per hour. All are approved by AGA laboratories for use with natural, manufactured, mixed, and L.P. gases. Basic equipment includes main burner and valve for manual lighting. Constant burning pilot and safety pilot assemblies are available as optional equipment. Thermostats can also be installed on safety pilot equipped models, if desired.

Locke Stove Co.

9. Chrome Grilles



Chrome grilles completely screen the radiant heating elements in the radiant gas circulator made by Jackes-Evans Manufacturing Co. With the gas turned on, it is automatically transformed into a cheery, radiant heater with the warm glow of the burning radiants clearly visi-



UTILITY CRUSADER MODEL Automatic Gas Water Heater

A truly pathfinding achievement by Utility—water heaters of attractive design and remarkable performance at a budget price. The Crusader is sure to give the home owner years of dependable trouble-free operation, important where economy in the "extras" of a water heater is the plus or minus factor in the sale. The easy automatic action guarantees abundant quantities of clean hot water at the moment it's wanted. The Utility flue baffle is designed to get the most from the fuel and the dependable Grayson thermomagnetic control assures positive action. Incorporating Utility's top engineering techniques and special features, these water heaters will definitely satisfy your price-and-quality-conscious customers.

NOTE THESE EXTRA FEATURES: One inch Fiberglas insulation • Pilot lint-free air shutter and cast-iron mushroom burner • Pressure tested • Flame tested • 20-30-40 gallon size

Dependable Utility water heaters can make friends for you on all your jobs—commercial and domestic. See your Utility water heater jobber or distributor or write for information on the full-model line.



CATERS & SATTLER And OCCIDENTAL
Automatic Gas Ranges

UTILITY
Furnaces • Air Conditioners
Air Coolers • Water Heaters



AUTOMATIC GAS WATER HEATERS

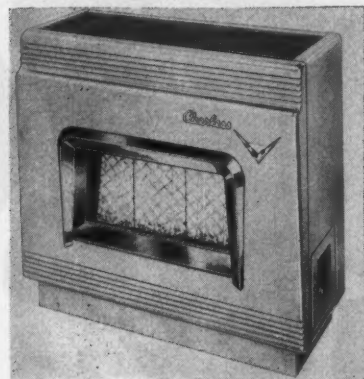
UTILITY APPLIANCE CORP. 4851 S. Alameda St., Los Angeles 58, Calif.

ble. When gas is turned off, only the chrome grilles are visible.

Other features include special alloy-steel combustion chamber, aluminum cabinet interior and stainless steel radiants that last indefinitely and are guaranteed not to crack or break.

Jackson-Evans Manufacturing Co.

10. Console Type



Two series of 1955 fully vented, gas-fired, lowboy, console circulating heaters are featured by Peerless Manufacturing Co. One is the RVC-30, with 30,000 Btu input, a radiant model, and the VC-30, also with 30,000 Btu input, but cabinet style. Peerless Manufacturing Co.

11. Floor-Level Blower



Many innovations are featured in the "Fireplace" vented gas circulators, now being marketed by the Quaker Manufacturing Co., heating division of Florence Stove Co.

Warm floor comfort is assured with a new automatic "twin" floor level blower. New "air-stream" construction substantially increases warm air circulation. Improved cast iron raised port burner is guaranteed 20 years and gives increased efficiency on all types of gas.

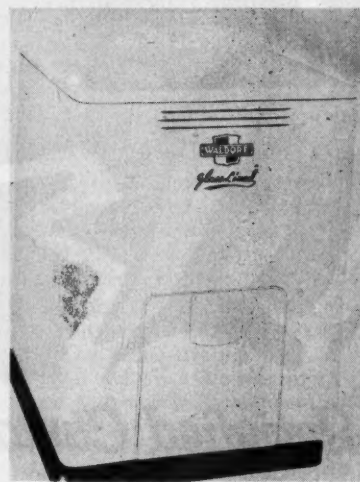
Double porcelainized heat chambers carry a 20-year guarantee. Cabinet is finished in durable baked-on hi-

temp hammertone beige. Expanded metal front is in baked-on "gold" silicone; guard is chromium plated. Available in three capacities—35,000, 50,000 and 65,000 Btu input. Each size is equipped with 100% safety shutoff.

Quaker Manufacturing Co.

Water Heaters

12. Table Top Heater

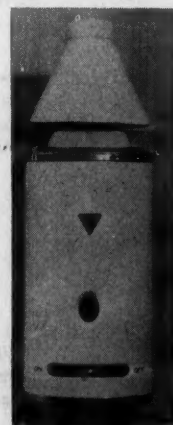


A 30-gal. glass-lined table top gas water heater has been announced by Waldorf Heater Co. The heater is available for all gases, in vented or unvented models.

The vented model is furnished with 21,000 Btu or 24,000 Btu input. The unvented model is furnished with 5000 Btu input.

Waldorf Heater Co.

13. Constant Hot Water



Service station and garage operators looking for a source of constant hot water—as much as 2 gal. every minute—should look at the Ascot gas automatic coil heater.

The Ascot, though only 43 in. high and 14 in. wide, will put out as much as 120 gal. of hot water per hour.

That is sufficient water for car washing, windshield ice disposal, washroom convenience, and all the

AVOID LOST TIME AND GRIEF

with modern, efficient

IMPERIAL TUBING TOOLS

... their quality speeds your work ... assures safety in every installation

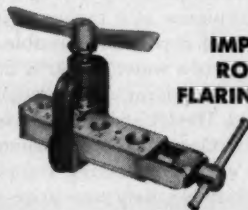


IMPERIAL HI-DUTY TUBE CUTTER

Free-wheeling ball bearing action.

Roller type with flare cut-off groove. Retractable reamer. No. 274-F for 1/8" to 1". Other models. Also sawing vises.

Ask for Catalog No. 621 which describes IMPERIAL Tube Fittings, Tubing Tools and Shut-Off Valves.



IMPERIAL ROL-AIR FLARING TOOL

Flares, then automatically burnishes flare to a high polish. "Rolls flares in the air" to make better, stronger flares. No. 500-F flares 3/16", 1/4", 5/16", 3/8", 1/2", 5/8" O.D. tubing. Also many other models.

IMPERIAL BLUE DOT TUBE BENDERS



Bend hard or soft tubing. Form neat, accurate bends to short radius. Calibrated. No. 364-FH individual benders for each size of tubing 3/16" to 3/4" O.D. Also many other models.

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In Canada: 334 Louder Avenue, Toronto, Ontario

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Industry's Most Complete Line of
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FOR HOME, OFFICE,
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LODGE, APARTMENT,
CHURCH, SCHOOL,
GRILL, TAVERN OR
HOUSING PROJECT.

SEPARATE HEAT CONTROL IN EVERY ROOM

* ADD BLO-AIR ANYTIME,
OLD OR NEW INSTALLA-
TIONS. MOUNTS SNUGLY ATOP
WALL PANEL, SIMPLY AND IN
SEPARATE CASING. CHANNELS
WARM-AIR STREAM FLOOR-
WARD, SALVAGES FRINGE
HEAT. INSURES MORE LIVING
ZONE COMFORT MINUS COLD
BLASTS DURING WARM UP.
POWERED BY 115 V. AC BLOW-
ER, QUIET. SEPARATE SWITCH
FOR SUMMER USE.

* NOW you can have real Packaged Heat... the '55 BRILLIANT FIRE with individual room control. Basic Units (single or dual-room models) come all ready to slip into wall, complete with built-in Safety Pilot and Draft Diverter. Packaged Forced-Air and Auto Control units add easily on job, minimize inventory. BRILLIANT FIRE is the Wall Furnace offering super-insulated Wall Box that telescopes to exact wall thickness. Has castiron Combustion Header, gas-tight Exchanger and high-efficiency, non-clog Burner (quiet on any gas). Too, it's packed with convenience-security features to simplify operating, regulating, cleaning. Engineered for All Gases, high altitudes. Beautifully finished, durable Beige baked enamel. Sized 17,500 Btu and up. A.G.A. approved.

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109th
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THE OHIO FOUNDRY & MANUFACTURING CO. STEUBENVILLE, OHIO

BN-5

MAY, 1955

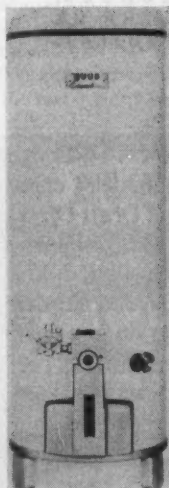
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other hot water needs around a garage or service station.

The Ascot can be adjusted to deliver 3 to 4 gal. per minute of tepid water. Automobile manufacturers do not recommend the use of hot water on car finishes. The Ascot delivers lukewarm water when adjusted for this application. It operates economically with liquefied petroleum gas and uses only the gas necessary to heat water immediately needed. It also answers the problem of slow-heating electric water heaters. Peak hour electric loads are avoided when the Ascot gas heater is used.

The heater exterior is finished in easy-to-clean porcelain enamel with heavy chrome trim. Safety features are built in. Because of its compactness, the Ascot mounts neatly on the wall in an out of the way place and is frequently specified in baptisteries, tourist courts, lodges and summer camps. It has become standard equipment on a number of mobile homes. Southern Heater Co.

14. Steel and Enamel Tank



Ruud "Enameline" is the name given to a new line of automatic storage water heaters now being made by Ruud Manufacturing Co.

Three models are now being marketed. Each one has a heavy steel tank with a protective inner coating of porcelain enamel.

The new water heaters are of high quality in chassis and control design and construction. They are warranted under the Ruud 10⁻ year standard protection plan.

The "Enameline" units have an assortment of component features. Each water heater is equipped with a magnesium anode, finger-tip temperature dial, controlled-flow gas burner, snap-action thermostat, automatic pilot controlling main and pilot burners, and a heavy blanket of insulation. They are approved by AGA and are available for operation on all gases.

Model E20-20 has a 23,800 Btu input; Model E30-25 has a 30,000 Btu input, and Model E40-30 has a 35,750 Btu input. Their recommended applications range from providing a

hot water service for families of two or three persons upward to families of four or five persons.

The largest model, E40-30, is said to be able to support continuous operation of an automatic washer requiring up to 20 gal. of hot water per cycle.

Ruud Manufacturing Co.

15. Glass Lining



Lawson Manufacturing Co. has announced the introduction of a line of glass-lined heaters.

This latest Lawson product is called the "Glass-Lined Rocket" automatic water heater, and will take its place with the Lawson

galvanized and stone-lined heaters, booster tanks and water heaters.

This Lawson series comes in three sizes: 20-, 30- and 40-gal. storage capacity. They are "10-year" tank heaters, center flue, with 1-in. magnesium as standard equipment. On all models, 100% Robertshaw-Grayson Unitrol Model No. 102 control is standard. A thick Fibreglas blanket insulates the extra-strong, welded-steel, glass-lined tank. The burner used is a heavy-duty, cast-iron bunsen type.

Lawson Manufacturing Co.

16. Protective Coating



A redesigned line of "Jetglas" standard and "Jetglas" master water heaters is announced by Day & Night division of Carrier Corp.

The water heaters now complement the "Jetglas" interior with a new feature "Pyroloy Armorcoat," an exclusive outside protective coating for the tank. This outer coating, applied by a thermo-chemical process, is planned to prevent rust from condensation and to further lengthen the heater life. The combi-

nation of "Jetglas" interior and "Armorcoat" exterior makes these water heaters completely rust-proof, inside and out, the manufacturer states.

Both lines will appear in new styling aimed for installation in more "open-room" applications. In addition, Day & Night engineers have specified the use of brass nipples, a new series of controls and metered anode rods in both lines.

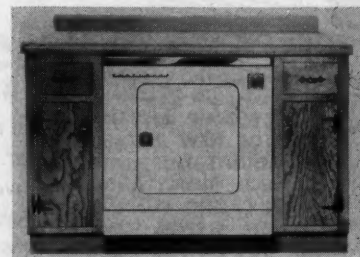
The "Jetglas" masters also feature a "Dual-safe" control system as a standard item of equipment. "Dual-safe" control employs a 100% thermostat in the conventional position and a high limit control located near the top of the tank.

The master line is available in 100- and 70-gal. capacities for large residence demand, as well as in the 30- and 45-gal. capacities. The standard is available in 20-, 30- and 40- gal. capacities.

Day & Night division, Carrier Corp.

Clothes Dryers

17: Built-In Unit



A built-in automatic gas clothes dryer is now manufactured by the Rheem Manufacturing Co. under the trade name of the "Wedgewood." It has a special appeal to families building new homes or remodeling old ones and to architects and builders because it can be fitted into any kitchen arrangement.

Among its many features are:

The time selector automatically times any selected drying period. Choice of drying time is simplified by clearly visible markings.

Safety devices are actuated during the drying cycle for complete protection.

The push-button, located at correct height for easy operation with light knee pressure or a fingertouch, simplifies opening door while carrying clothes. Flicks shut as easily.

The door safety switch operates automatically. When door is opened all

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SUNDAY PUNCH

if you want to make
GAS RANGE PROFITS"



says G. E. MARCUSE,
Partner, Radio Center, New Orleans



"You know the gas ranges you sell are the finest in years — but your prospects don't know it. To take fullest advantage of the real sales opportunities today's modern automatic gas ranges offer you, you need hard-hitting, two-fisted selling methods. "That's why you have to cut loose your 'Sunday punch' to be sure of getting your share of the BIG multi-million dollar gas range replacement market.

"You can cut it loose by following two easy steps:

"SHOW THE DIFFERENCE by demonstrating the many improvements in gas ranges that have out-moded one in three present ranges in America's homes.

"SELL THE DIFFERENCE that makes today's automatic gas range the finest cooking appliance

ever available—using all the help the AGA and your range manufacturers have ready to work for you."

And if you're not already using the 15 tested ways to show and sell shown in the FREE BOOKLET, "Quickie Demos," get your copy now. Ask your Gas Company or Range Manufacturer for information, or write today to:

Gas Appliance Manufacturers Association, Inc.

Domestic Gas Range Division, 60 E. 42 St., New York

SHOW the difference

SELL the difference

to boost your gas range sales!

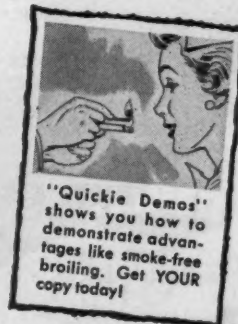


**SHOW
the difference
SELL
the difference**

that makes today's
GAS RANGE
the finest cooking
device ever!



Start with fully trained
sales people.



dryer action stops; when door is closed dryer action starts.

A large load tumbler holds 20 lb of wet clothes. Extra capacity allows free movement of clothes for uniform drying. Smooth cylinder reduces excess linting and wearing of clothes. Rustproof Epon resin coated.

The clothes port provides convenient access to dryer tumbler and makes loading and unloading of clothes easier. Balloon rubber gasket seals tight when door is closed.

The Rheem-Wedgewood dryer has a heat input of 22,500 Btu's. *Rheem Manufacturing Co.*

18. Washer-Dryer

The gas "Duomatic," an all-in-one washer-dryer appliance that dries as well as washes in one continuous automatic operation, has been put on the market by Bendix Home Appliances division of Avco Manufacturing Co. The combination unit can wash and dry an average 8-lb load in 59 minutes.

Taking but 3 linear ft of wall space, as compared to 5 or 5½ linear ft for two separate units, this gas combination washer-dryer is installed as



simply as an ordinary automatic washer and gas dryer together.

The Duomatic has a "magic heater" control for hot or warm water, a washer control, and a dryer control. The push-pull feature on the "magic heater" permits the operator to stop or start washing or drying function at will. When set for "hot," the "magic heater" shuts itself off automatically.

The washer control may be set from 0 to 9¼ minutes for soaking and from 0 to 13¾ minutes for washing. Operator determines washing time but rinsing, draining, extraction, and damp drying are run on a predetermined schedule. Clothes may be removed damp for ironing or dry for storage.

The unit is available for natural, mixed, manufactured and L. P. gases. *Bendix Home Appliances division Avco Manufacturing Co.*

19. For Commercial Use



A commercial gas clothes dryer, custom-designed for motels, hotels, apartment buildings—wherever people gather for transient or permanent

Butane Propane



A name associated with the oil industry since Sisterville, West Virginia, in 1893 . . . over 60 years of experience.

CARTER'S reputation for dependability, which has been earned during these years, is yours when you buy LP gas from Carter.

Call CARTER when you need Butane or Propane — for domestic or industrial purposes — and you call an unexcelled supplier, with unexcelled products.

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**CYLINDER VALVES,
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Our 75th
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living—is announced by the Caloric Appliance Corp.

An accumulator coin meter with a vault-type money box that cannot be pried open is a special feature of the Caloric 125X dryer. The foolproof coin slide is built to withstand rough usage. It allows the meter to accept up to 14 coins in advance, and is made for 10, 15, 20 or 25-cent operations. It can be adapted for other denominations on request.

The commercial machine provides automatic operation with a constantly burning pilot. It utilizes the Caloric "Lo-Heet Hi-Breeze" drying principle, in which a high-capacity

blower sends a strong current of purified warm air into a perforated cylinder where clothes are gently tumbling. The principle of more air and less heat cuts drying time as well as fuel costs and guards against shrinkage. Temperature is automatically maintained at the "Lo-Heet" level.

Opening the door at any time during the drying cycle to remove damp-dry garments for ironing automatically shuts off the motor and the burner. Only the pilot remains on. The drying cycle resumes when the door is shut. The door opens wide from left to right for easy loading.

A ½-hp motor, operating on 115-volt, 60-cycle alternating current and equipped with overload protection, drives the "Hi-Breeze" blower and turns the drying cylinder.

The dryer's load capacity is approximately 18 lb of wet clothes. Drying time varies with the weight, size and wetness of the load and the type of fabric. A lint trap door is located waist-high in the front of the dryer for easy access.

The Caloric commercial dryer operates with natural, bottled, manufactured or mixed gas, with a total input of 20,000 Btu for all gases. Without the coin meter attached, the dryer is 30 in. wide, 26 in. deep and 36 in. high to the top of the working surface. Shipping weight is about 230 lb.

Caloric Appliance Corp.

If you manufacture LPG equipment...

GO AFTER NEW BUSINESS WITH FAC INSTALLMENT SALES FINANCING

TO MOVE AHEAD in today's competitive LPG equipment industry, a sales-attracting installment financing program is as necessary as a sales-worthy product.

FAC offers you such a program, geared specifically to your individual operation. It gives you an extra sales tool for new business opportunities . . . adds an extra appeal to your prospects . . . helps expand your business on a sound financial basis.

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Let us tell you about our services—already being used by many of the nation's leading LPG equipment manufacturers. Your letter or telephone call will receive immediate and personal attention.



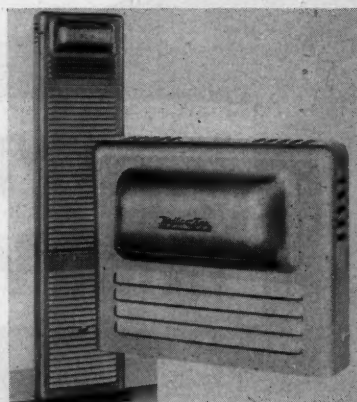
FIRST ACCEPTANCE CORPORATION

Minneapolis, Minnesota • 820 Northwestern Bank Bldg. • Fillmore 7711

Discount Bankers Serving Manufacturers of LP Gas Equipment

House Heating, Cooling Units

20. Forced Air Heat



Forced-air heat delivery is now available on the entire "Brilliant Fire" wall furnace line, made by The Ohio Foundry & Manufacturing Co. Forced-air delivery can be had on all sizes of furnaces from 17,500 Btu up, on both single-room and dual-room models, and for all gases.

Pressure delivery is attained by means of a twin-wheel blower (not a fan). Also, entire assembly is housed in separate casing, sold as the "Blo-Air." The unit mounts directly atop standard wall panel of furnace. Thus it can be added to old installations as well as new. It fits snugly to furnace, is of matching design and finish.

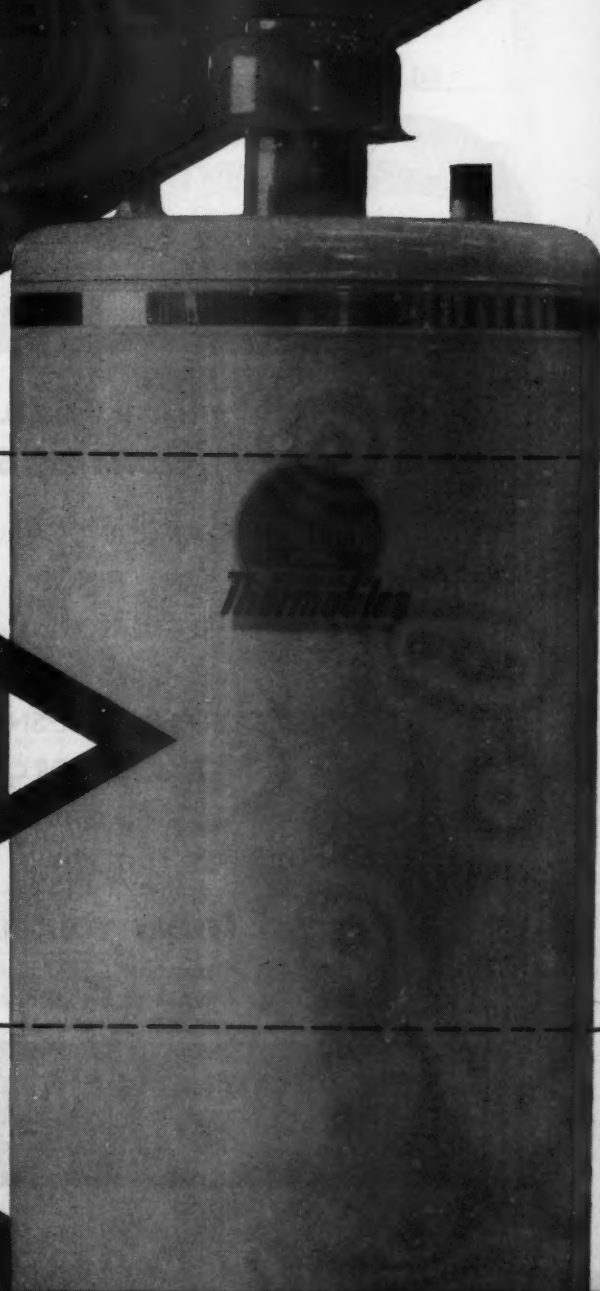
In operation, the "Blo-Air" draws room air from walls and ceiling, blends it with direct furnace heat, then delivers it floorward.

REPUBLIC *Thermo Glas*

ThermoGlas



AGA approved



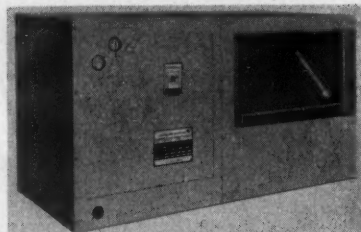
As an integral unit, the "Blo-Air" can be removed and replaced at will. It merely clips on surface-mounted wall hanger (provided). Comes factory-equipped with thermostatic switch that provides automatic blower cut-in only when heat supply is at comfort stage, preventing cold blasts during warmup. Also it has a handy toggle switch for manual control, useful for air circulation when furnace is shut off.

Blower has twin intakes, directional output, delivers 150 cfm free air. Powered by 115 volt, 60 cycle, A.C., heatproof motor. Operation is quiet,

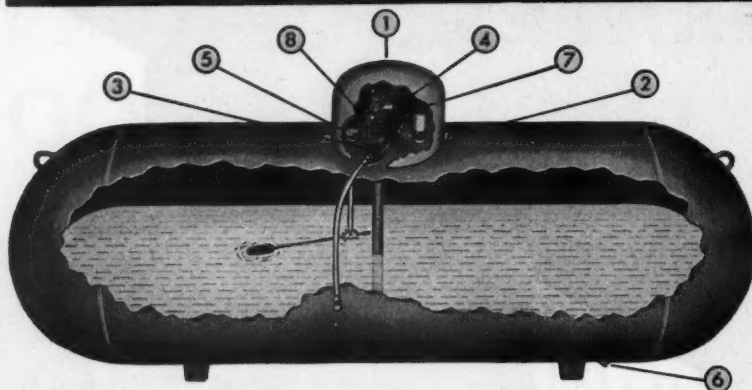
vibrationless. Unit measures 18 in. x 14 1/4 in. (wall space), weighs 16 lb packed.

Ohio Foundry & Manufacturing Co.

21. Horizontal Space Saver



Economy LP-GAS SYSTEMS



Some of the many Features and Qualities of Economy Systems

- ① ONE PIECE STREAMLINE DOME!
- ② STURDY DETACHABLE HINGE!
- ③ LARGE ORFICE REGULATOR!
- ④ LIQUID TAKE-OFF, BUILT-IN EXCESS FLOW!
- ⑤ FLOAT GAUGE, REPLACEABLE SNAP-ON DIAL!
- ⑥ BOTTOM PLUG FOR LIQUID, OR CLEAN OUT!
- ⑦ LIQUID LEVEL OUTAGE GAUGE!
- ⑧ PRESSURE GAUGE OUTLET!

SEE US BEFORE YOU BUY!

Economy Truck Tanks, Transports, Skid Tanks, Anhydrous Ammonia Tanks and all types of Steel Fabrications.

DALLAS TANK COMPANY, INC.

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DALLAS, TEXAS

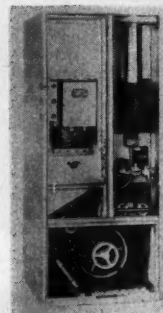
A space-saving, horizontal cooling unit for residential air conditioning has been introduced by the Sunbeam Air Conditioner division of American Radiator & Standard Sanitary Corp.

This self-contained model, with hermetically sealed refrigerant circuit, water-cooled, is made without blower for use in conjunction with new or existing forced air heating systems. Called the Model HCA-2H or -3H, it is designed for easy installation with any modern blower-equipped furnace — basement type, horizontal, utility or counterflow, and may be had in either 2 hp or 3 hp capacity.

Sunbeam sales executives state that this new unit, which is slightly less than 44 in. long by 23 in. deep, and 23 in. high, readily fits into many air conditioning layouts.

Sunbeam Air Conditioner division
American Radiator & Standard
Sanitary Corp.

22. Quiet Operation



A compact combination heating and air-conditioning unit has been announced by Utility Appliance Corp.

Available in 2-ton and 75,000 Btu and 3-ton and 105,000 Btu sizes, the new Utility combination

air conditioners feature quiet operation. Using the patented Utility blower with its resilient mounts, the blower operation transmits no noise or vibration to the cabinet.

Over-all silence of operation is gained from the resiliently mounted full-floating refrigeration chassis. This chassis, which is free from metal-to-metal contact, is easily installed either at the time of original installation of the furnace section, or at a later date when the addition of the summer air conditioning refrigerated unit is desired.

This latter feature makes the unit suitable for project work where all homes are not air-conditioned at time of construction. The unit is designed to be sold as a furnace section and cabinet only, or as a complete summer-winter air conditioner.

Furnace controls feature a 24-volt diaphragm gas valve, 100% safety, fan and limit controls. The unit is designed for zero clearance sides and

Check This Chart...Can Your Gas Supplier Equal These 6 Skelgas Advantages?



Can Your Present Supplier Answer Yes to All These Questions?	Skelgas	Brand A	Brand B
1. Guaranteed dependable supply — No shut-off when demands suddenly increase?	YES	?	?
2. Guaranteed highest-quality fuel, controlled all the way from the well to you?	YES	?	?
3. Mature leadership in the LP-Gas field—with more than 25 years marketing experience?	YES	?	?
4. Huge fleet of tankcars and transports, to give you quick, convenient service?	YES	?	?
5. Trained Field men to give you assistance in engineering, sales, advertising and operations?	YES	?	?
6. Offers you a top line of appliances — America's only complete line engineered and manufactured exclusively for LP-Gas?	YES	NO	NO

See for yourself how your present supplier compares with Skelgas in the services he offers you! If you are not getting these important services and product advantages, why not sit

down tonight and drop a line to Skelgas Division, Skelly Oil Company, P. O. Box 436, Kansas City, Mo., and get the facts about the extra dealer advantages of Skelgas? No obligation.

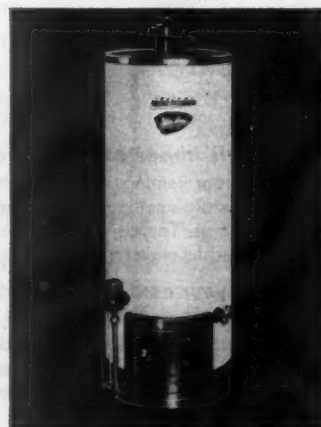
Only Skelgas Offers You Such A Dependable Fuel Supply —Plus A Complete Line of Sales-Proved LP-G Appliances

Millions of gallons of Skelgas, stored in huge underground "lakes," plus one of the world's largest fleets of tank cars and transports in continuous operation, are your guarantee that Skelgas will always be able to supply you — even in the coldest winter weather when demand is highest, and sales are easiest.

No more complaints about quality, either, when you sell Skelgas. That's because Skelgas is not only free of moisture and impurities, but there is no cleaner-burning propane made.

Trained company field men are available, also, to help you with sales and service problems. And, on top of that...

Only Skelgas offers you a complete line of appliances specifically engineered for LP-Gas, plus full-color national advertising to tell your sales story for you. Why not write today for the facts about Skelgas?



Famous for quality, too, are Skelgas water heaters, ranges, and other home appliances in the complete Skelgas line. They mean profitable business for Skelgas dealers.

SKELGAS DIVISION, SKELLY OIL COMPANY, P. O. BOX 436, KANSAS CITY, MO. Sales Offices: Des Moines • Indianapolis • Jackson, Michigan • Kansas City • Lincoln • Lubbock, Texas • Milwaukee • Shreveport • St. Louis • St. Paul • Denver

rear, and contains a large air-filter area. Fiberglas insulation lines the entire cabinet to eliminate condensation and noise transmission.

To change from summer to winter operation is simple; all that is required is a flip of the thermostat switch. A General Controls heating-cooling thermostat is supplied, which incorporates on-off operation in addition to fan selector switch for continuous or intermittent operation.

The refrigerant system is hermetically sealed with capillary fed refrigerant flow, incorporating the Tecumseh compressors.

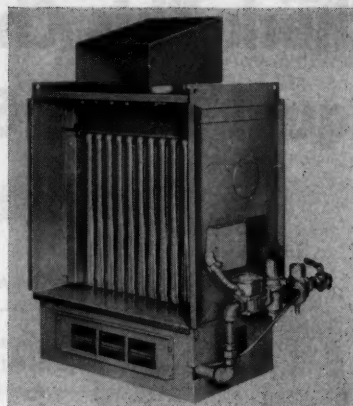
Utility Appliance Corp.

23. Duct Furnace

A gas-fired duct furnace designed for convenient installation in warm air heating, ventilating and air conditioning systems is made by the Modine Manufacturing Co.

The furnace can be installed directly in the ductwork, with air circulated through it by a remotely located blower and can also be installed as a single unit or as one of a series, depending on heating requirements.

Airflow through the unit can be reversed if desired. Because of the stainless steel construction of the

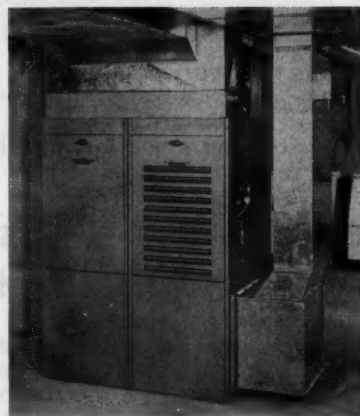


heat exchanger and burner, this duct furnace can be installed either upstream or downstream from air washers and cooling coils in an air conditioning system. This feature frequently eliminates the need for face and by-pass dampers, and controls in an air conditioning system.

A compact and concentrated source of gas-fired heat, the unit is suitable for use as a central heat source, as a "booster" unit to supplement a central plant or for combinational use with air cooling equipment.

Modine Manufacturing Co.

24. Ability to Convert



United States Air Conditioning Corp. will feature its air conditioning units in 1955 with three types of equipment designed to meet a wide variety of central cooling needs for homes.

Designated "Kooler-aire," the new air-cooled condensing unit is utilized with various accessories to provide cooling alone or to convert an existing warm air heating system to all-year air conditioning. Especially applicable in localities where water is scarce or costly or waste water disposal presents a problem, "Kooler-aire" substantially reduces both in-



If the vent is drawing properly, the flame will be drawn into the draft hood. If the vent is not drawing properly, the flame will be blown away or snuffed out entirely. When this happens, you know that harmful vent gases are spilling into the room and the appliance is not being vented correctly.

this test is important . . . to you — and your customer

With poor venting, everybody loses! To your customer, vent gas spillage means stuffy, stale-smelling room air and possible condensation damage to walls and furnishings. To you, it means troublesome complaints and call-backs, and often the need to make costly repairs or replacements.

be SURE your next venting job is right — with METALBESTOS

Metalbestos — the double-wall, insulated vent pipe — keeps the gases hot inside the vent, assuring a quick, strong draft for the complete removal of combustion products. The same insulating principle keeps the outer pipe cool, thus offering much greater protection than single-wall vents against dangerous overheating of adjacent surfaces.

USE METALBESTOS . . . it costs less to be sure with the best

Listed by Underwriters' Laboratories, Inc. as a Type B vent for use with approved gas appliances.



METALBESTOS DIVISION

WILLIAM WALLACE COMPANY • BELMONT, CALIF.

Stocked by principal jobbers in major cities. Factory warehouses in Atlanta, Dallas, Philadelphia, Des Moines, Chicago, New Orleans.



"... our service calls have been reduced to zero which, of course, results in more economies in our operations ..."

".... We have standardized on the Delta Control Unit tank since it was first developed and we are very happy to say we have had not one single service call on these tanks"

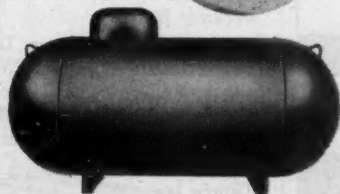
"First of all, our customers have been extremely satisfied with the new Delta Control Unit tank and we have been very satisfied on two accounts—our house heating customers have brought in new customers because of their enthusiasm for our service, and our service calls have been reduced to zero which, of course, results in more economies in our operations."



Miles H. Barker
Vice President in Charge of Operations
CITY GAS SERVICE, INC.
Wisconsin Rapids, Wisconsin



**"It's Hot as
BLUE
BLAZES".**



DELTA'S BLU-BLAZE SYSTEM GIVES YOU CONSTANT BURNER PRESSURE!

You get **CONSTANT BURNER PRESSURE** at appliances when you install Delta's **BLU-BLAZE** System with the exclusive Delta Control Unit. This eliminates costly, constant service calls to adjust appliances. You pocket the savings on service costs.

Write, wire or call for further details



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EXPORT OFFICE: INTERNATIONAL TRADE MART, NEW ORLEANS, LA.
MANUFACTURERS OF PRESSURE VESSELS AND OIL FIELD EQUIPMENT

stallation and operating costs in all applications by eliminating extensive piping and water use expense. It is available in two models with nominal cooling capacities of 2 and 3 tons, respectively.

The new year-'round conditioner comprises a gas-fired heating unit and a matching summer air conditioning unit. It is available in four models, combining warm air furnaces of 100,000- to 150,000-Btu heating capacity with 2- or 3-ton cooling air conditioners.

All three types of equipment, while primarily designed for residential

use, are equally well suited for installation in small buildings where a duct air distribution system is or can be utilized.

The "Kooler-aire" air-cooled condensing unit can be utilized to convert a warm air heating system to all-year air conditioning when used in conjunction with a direct expansion coil which can be installed at any point in the air supply system. Used with a coil and blower assembly it can provide cool air to a duct system.

The new summer-winter unit cools, heats, filters, dehumidifies and

circulates the air, using a single duct system to distribute both warm and cool air throughout the house. Desired temperature is maintained automatically by a heating-cooling thermostat. For summer operation, a by-pass damper prevents the continuous flow of cool air over the heat exchanger, to prevent condensation and rust formation in the furnace. All air is filtered through permanent filters which are removable for cleaning.

The compact equipment can be installed in the basement, utility room or closet. All units have the same outside dimensions: 44 in. wide, 37 in. deep and 57 in. high.

United States Air Conditioning Corp.



SERVICE • QUALITY • SATISFACTION

A Complete Line of Single and Twin Barrel Propane Truck Tanks



TWIN BARREL

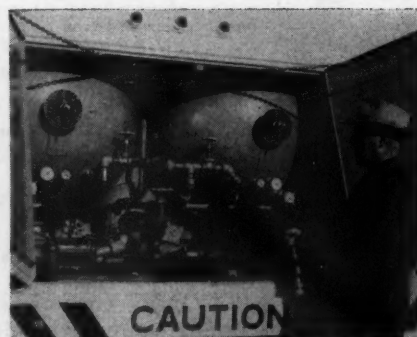
Twin or Single Barrel

Can furnish in any capacity you desire. Stock models or custom made, to your specifications. Just ask the man who drives one.

Transport

Can furnish in single or twin barrel type. Unit constructed so load can easily be shifted to meet different type tractors. Payload makes you money, this is our specialty.

Send Us Your Specifications and We Will Submit Quotations.



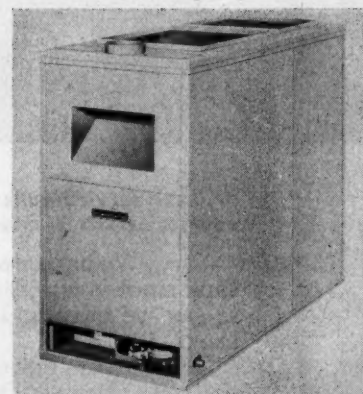
REAR COMPARTMENT DETAIL

- Complete Modern Shop Facilities for Mounting and Testing All Pumping, Metering and Propane Handling Equipment.

The Pasley Mfg. & Dist. Co.

425 East 11th Street • Kansas City, Mo. • Tel. Vico-2369

25. Ceramic Finish



Temco Inc. is currently producing a series of "Lo-Boy" units ranging in capacity from 90,000 Btu input to 170,000 Btu input, part of its complete line of new gas central heating and air conditioning equipment announced earlier this year.

The new "Lo-Boy" units, featuring ceramic coated heat exchangers, are the most compact units on the market using round heat exchangers, the company asserts. The units, finished in wrinkle tan baked enamel are, Temco states, completely silent in operation.

The high temperature ceramic finish used on the heat exchangers is similar to that used on jet aircraft combustion chambers and will neither rust nor burn out. Temco employs a unique dipping process, coating the heat exchanger both inside and out to insure uniform coverage with the ceramic finish.

The AGA approves Temco's ceramic finish at maximum temperatures of 1100°. The Temco heat exchangers do not exceed 800°, which provides for an extra margin of safety.

Temco Inc.

The L-P dealer's best friend...

More dollar margin for you. More long-time L-P users for you. More sales appeal for your L-P customers. All this in one wonderful range—the new Tappan Greenbrier.

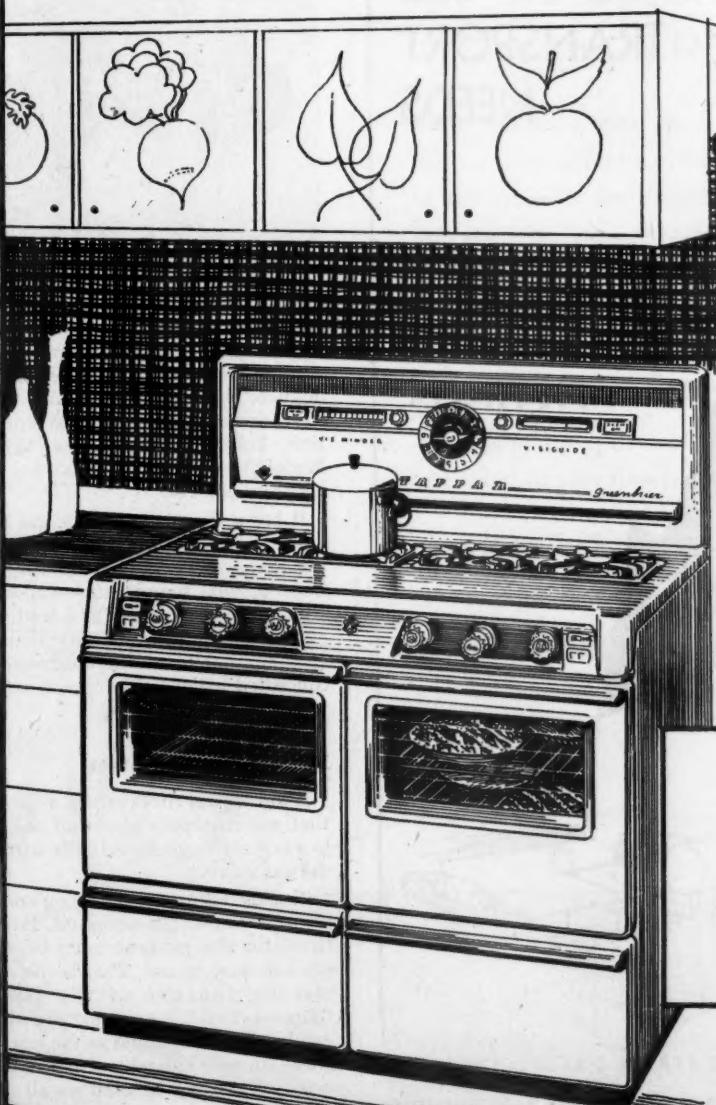
1. No other cooking appliance gives you the dollar profit margin that's yours with the Greenbrier.
2. With the Greenbrier you sell an investment in cooking pleasure that will remain the owner's pride for years. Greenbrier owners won't lightly switch to ranges using competitive fuels.
3. No other range using any other fuel matches the Greenbrier's array of modern conveniences and selling features. It's all new and ultra-modern—from the revolutionary 4-in-line burners to the broiler that adjusts to any height with a finger-tip touch.

If you can use longer dollar margin, more L-P range sales and more enthusiastic L-P users, get going with the Tappan Greenbrier now. Write for Greenbrier information and promotion plans today.

• Visit Tappan's display at the LPGA Chicago Convention, May 1-4. Spaces 68 to 71, Conrad Hilton Hotel.

the magnificent
TAPPAN
GREENBRIER
GAS RANGE

THE TAPPAN STOVE COMPANY
MANSFIELD, OHIO

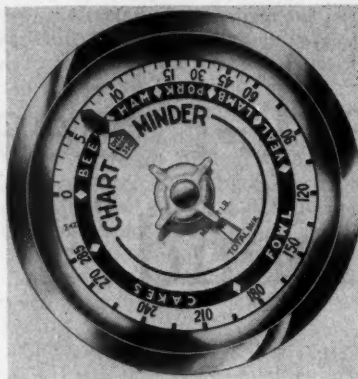


Controls

26. Cooking Aid

Secret of "Look 'n' Cook" is the built-in "Chart Minder." The user merely turns the dial pointer to the food to be cooked, for example: "beef-oven roast." Openings in the dial then specify the correct cooking temperature and the time required stated in minutes per pound for meats, or as a total time for cakes and other foods.

The user then sets the oven control

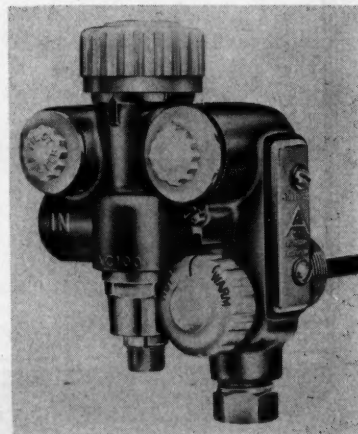


to the temperature specified and turns the Minute Minder pointer to the length of time required. When time is up, Minute Minder's bell-chime signal starts to ring.

Maximum time setting is 285 minutes (4¾ hours), but because this advanced Minute Minder has a two-speed movement, "Look 'n' Cook" is very accurate for short-range timing. It can be used to time two- or three-minute eggs, or pressure-cookery, and other quick kitchen tasks.

Lux Clock Manufacturing Co. Inc.

27. Thermostat



A "snap action" thermostat for gas storage water heaters has been announced by American Control Corp. This scientifically designed control unit, known as the "Ultra-Magic" Model AC-100, provides instant and accurate control.

It has a thermo-magnetic gas flow valve, simple valve-action pilot lighting, snap-action high valve-lift, and fingertip dial temperature indicator, all attractively housed as a unit that gives a quality look to a water heater. It is adaptable to either exposed or concealed water heater construction.

American Control Corp.

28. Top-Burner Timer

A top burner timer is now available that automatically shuts off the gas in a normal way—by actually turning the gas valve.

The need for timing cooking operations is popularly accepted. But a timer for this purpose must be simple and easy to use. That is the outstanding feature of the Harper "Time-I-Trol." Because the valve can be turned by hand in the normal way—or automatically when needed—this timer can be used on all four of the top burners of a gas range.

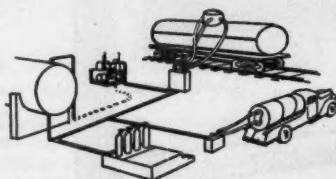
All four burners are used for cook-

aimed right at your
**BULK PLANT and
TRANSPORT
NEEDS**

**RDNEY
L P G
FITTINGS**

WHY RONEY FITTINGS ARE BETTER

All Roney Fittings are pre-tested at the factory so that you know and we know they will operate satisfactorily. We offer a wide range of sizes. These fittings reflect the integrity and experience of Roney, Inc., manufacturers and designers of LPG equipment.



RDNEY INC.

105 COLE STREET, DALLAS, TEXAS
EQUIPMENT AVAILABLE FOR IMMEDIATE SHIPMENT



FIVE YEAR FINANCING

for the purchase of LP-Gas
CYLINDERS and TANKS

Recognizing a vital need of the industry, LPG Credit Corporation offers a new, long-term financing service. It is now possible for qualified dealers to have the cylinders and domestic storage tanks on hand that are needed for a rapid and healthy business expansion, with a minimum capital investment. Additional tanks, cylinders and related equipment pay for themselves out of added income from new customers and bigger gas load.

Financing the purchases of bulk storage tanks is also included in this five-year plan.

Inquiry on your company letterhead is invited.

LPG

LPG CREDIT CORPORATION

312 EAST 131ST STREET • CLEVELAND 8, OHIO



**what
are
you
looking
for?**

**a finance
plan
tailored
to your
needs**



**Lee PROPANE and
BUTANE CYLINDERS**

**Ask for detailed information
on our new flexible plan.
Wire, write or phone today!**

STEEL COOPERAGE CO.

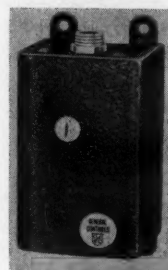
(THE SERRICK CORPORATION)

4801 BELLEVUE • DETROIT 7, MICH. • WALnut 5-3430

ing, and all cooking is timed. With a gas range fully equipped with Harper timers, the housewife no longer has to keep track of the time she started to cook two, three or four items in preparing a meal.

Practically any gas range can be equipped with "Time-I-Trol" timers. Harper-Wyman Co.

29. Thermopilot Relay



A thermopilot relay for automatic safety of gas-fired appliances has been placed on the market by General Controls Co., manufacturers of automatic pressure, temperature, level,

and flow controls.

The new unit, known as the A-100R, features automatic reset and stable operation. Any tendency to chatter because of vibration is eliminated by the use of General Controls' G-250 pilot generator.

The current generated by the pilot generator closes the electrical relay switch. When the pilot flame is extinguished, or an unsafe low pilot condition exists, the relay breaks contact to shut off the main control valve. When the pilot flame is relighted, or unsafe condition corrected, relay contact is automatic. No manual reset is required. A slight variation in the pilot flame does not result in a false drop out.

These AGA and UL approved A-100 relays are available with either two-wire or three-wire connections. The two-wire design, with relay "normally open," is used for pilot flame safety on furnaces, ovens, boilers, and similar gas-fired equipment. The three-wire units, with their single-pole, double-throw action, can be used in alarm circuits and in electric ignition circuits.

General Controls Co.

Miscellaneous

30. Discovers Leaks

A newly designed "Leak Detecto" brush provides for a 4-oz plastic bottle instead of the older barrel-type soap container of only 1-oz capacity.

The reciprocatory valve which feeds the solution into the removable bristle top when the tip is depressed is a patented feature for the application

BUTANE-PROPANE News

AMERICAN *Better Bilt* DELIVERY TRUCKS

LARGER PAY LOADS...LESS OPERATING COSTS... Mean Greater Profits for You!

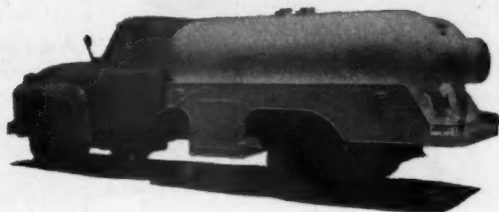
American engineered, perfectly balanced delivery truck units bring you — Lighter Weights — Easier Handling — More Gas Delivery — Safer Equipment.

★ **B31**—A very popular model with meter and storage boxes mounted on each side of truck and streamlined into the skirting. Motor fuel tank mounted in rear. Fittings are enclosed under a streamlined rear dome. Meter, if desired, is mounted in box on driver's side or may be mounted at the front of catwalk. Main valves are controlled from box on driver's side. Hose may be carried either in box or on catwalk. Hose reels may be mounted on all models if desired.

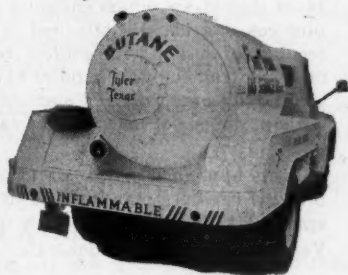
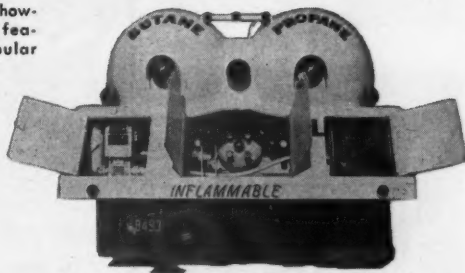
★ **B21**—America's most popular 1954 safety designed delivery truck. Motor fuel tank in rear. Meter may be installed in rear protected by small canopy or may be enclosed without destroying usefulness of design. Clutch and power take off controls are in rear. Two storage boxes are located in the rear and there is plenty of room for the hose. This unit was designed especially for safety of the driver and has been proven in service.

★ **N17**—A completely enclosed extra light weight compact unit designed with all controls, motor fuel tank, meter, hose reel, power take off and clutch controls all incorporated in rear streamlined cabinet maintaining perfect balance and symmetry of line. Rotary gauges are 1" in size, well protected.

★ **SB3 Model** — The American single-barrel delivery unit in sizes from 1200 to 1600 water gallons incorporates all the many desirable features of the twin barrel trucks, including two storage compartments mounted on the rear, motor fuel tank on the off driver's side, plenty of room for hose and meter, and controls may be mounted in the rear if desired.



Rear view of N17 showing the desirable features of this popular model.



Delivery trucks made in sizes from 1250 to 2000 W.G.

ALL MAKES OF NEW TRUCK CHASSIS AVAILABLE AT LOWEST PRICES

FINANCING AVAILABLE
Write for Information

PHONE Riverside 9183
P.O. BOX 5525



American Tank & Mfg. Co.

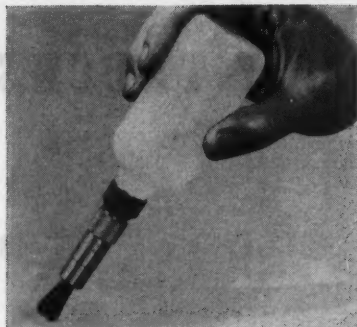
2136 WEST COMMERCE, DALLAS, TEXAS

Also available at:

Jackson, Mississippi, P. O. Box 2563, Hi-way 80 East, Phone 3-8726

Littlefield, Texas, 306 N. Ripley, P.O. Box 341, Phone 228 M





of the soap solution which is used

to locate leaks in gas installations. When the bristle tip becomes worn it can be replaced at small cost. The soap container, being plastic and unbreakable, has practically no replacement cost.

A special solution can be purchased in 1- and 5-gal. cans or any soap solution can be used.

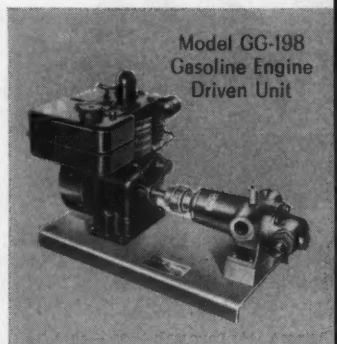
The "Leak-Detecto" brush is compact, easy to use, and will enable a serviceman to find the slightest leak quickly and safely.

Gas Appliance Stores Inc.

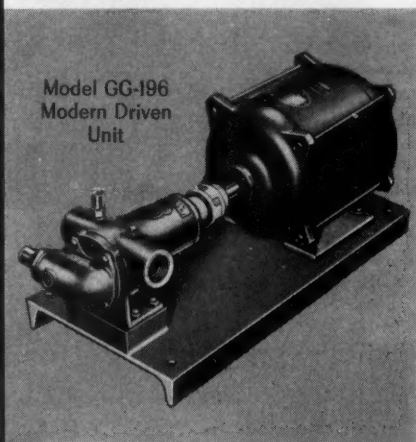
FAST SAFE

LP-GAS FUELING with VIKING PUMPS

The complete, ready-to use motor driven Viking pump is built for fast, safe fueling . . . comes equipped with safety bypass valve on pump head, vapor pressure safety relief valve on inlet port and an explosion proof motor. Delivers 10 G.P.M. at 1750 R.P.M.



Model GG-198
Gasoline Engine
Driven Unit



Model GG-196
Modern Driven
Unit

The same pump is featured on the model GG198 as is used on the model GG196 unit. The pump is equipped with a 1 1/4 H.P. engine. or LP-gas service, the engine features a shielded ignition system, flame arresting muffler, flame arresting air cleaner and ground connection.

ADDITIONAL PUMP FEATURES . . . O-Ring head gasket, simple dry liquid type mechanical seal and bearings requiring no lubrication, assures long, non-leak operation. In all iron construction, above pumps ideal for handling anhydrous ammonia. See the complete Viking LP-Gas line at Booth 157, National L.P.G.A. Convention, Conrad Hilton Hotel, Chicago, May 1-4.

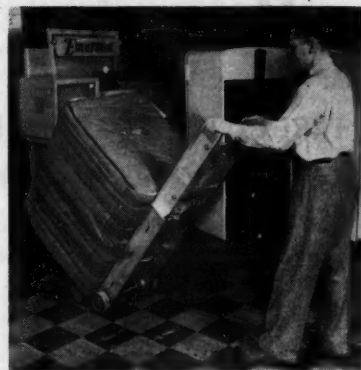
For complete information
on these as well as other units send for
Catalog Hb today.

See our
Catalog
in the



VIKING PUMP COMPANY
Cedar Falls, Iowa

31. Appliance Dolly



The need for care and convenience in transporting appliances from warehouse to truck and from truck to point of installation in the home has been given special consideration by Yeats Appliance Dolly Sales Co. in its series of handtrucks, ranging in weight, and in size proportionally, from 32 lb for Model 5; 36 lb for Model 7, to 50 lb for Model 9.

Features of these appliance dollies include:

The point of wheel attachment makes right-angle pivoting at stairway landings and other close quarters easier; light aluminum alloy construction reduces weight to a minimum; smooth runners on the back facilitate sliding on and off of trucks; cross members are curved to fit round-shaped water heaters or washers; extra hand grips on sides; a 4- by 24-in. steel lip for sliding under appliances.

A strap ratchet fastens securely at 14-in. web strap, which encircles appliances and can be attached in 30 seconds or less. Twin, endless belts on lower frame enable handler to operate dolly over polished stair edges without danger of marring and saves extra lifting.

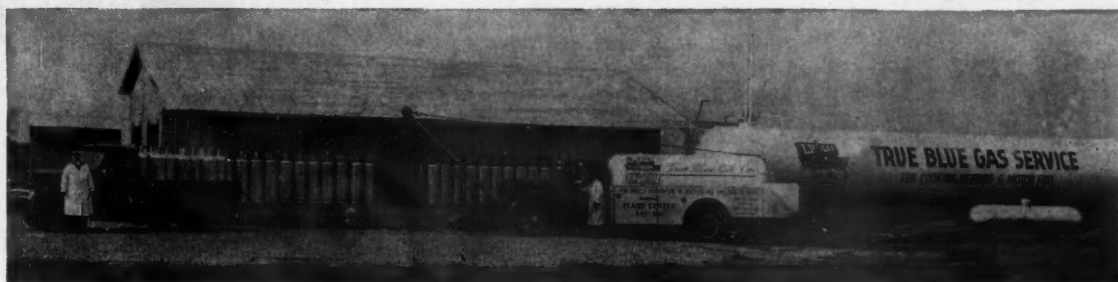
Yeats appliance covers and pads prevent needless marring and fit all appliances.

Yeats Appliance Dolly Sales Co.

Literature

32. Gas Cock Pilotstat

Send for the bulletin of the Minneapolis-Honeywell Regulator Co.'s "Adatrol" if you want details about that firm's new gas cock pilotstat which allows an on-the-job addition of thermostatic gas valve, pilot-line filter and "hi-lo" by-pass for room



Home of the True Blue Oil Company — Creators of the True Blue Dispensing Valve. Distributors of Propane Gas for over 27 years. Owned and operated by Charles G. and Buelah Homuth.



*U.S.A. and Canadian
Patents Applied For



*Do you fill cylinders with LP Gas?
If you do.... would you like to
CUT YOUR COSTS ONE-HALF?*

Your cylinder filling manifold equipped with four True Blue Dispensing Valves, two men — using four scales and four automatic shutoffs — can fill *one to three, one-hundred pound cylinders* PER MINUTE!

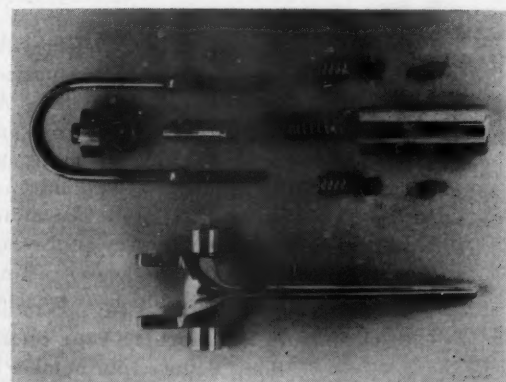
Our semi-automatic True Blue Dispensing Valve is unquestionably the greatest labor, time and money saving contribution offered to the LPG industry where the cylinder filling phase has always been expensive and slow.

EXTREMELY FAST . . .

In *less than five seconds* you can remove the True Blue Dispensing Valve from the full cylinder and replace it on the next cylinder to be filled. In one week each valve will pay for itself in man hours saved!



Ready for use.



Completely disassembled — only 15 separate parts.

IT'S FUN TO FILL CYLINDERS THE TRUE BLUE WAY!

You are welcome to Booth 216 at the LP Gas Convention . . .

Positively nothing in your bottle gas business will make as much money for you as a set of the revolutionary, new, True Blue Dispensing

Valves. Cutting the cost of filling bottles is the way to higher profits in the cylinder gas business. **COME IN — LET US SHOW YOU HOW!**

TRUE BLUE OIL COMPANY PLATO CENTER ILLINOIS

right from the start

New D-1615 *sel-pac*

AUTOMATIC REGULATOR

the choice of thousands

- **300,000 BTU (120 CFH)**
with cylinder pressures of 10 lbs. p.s.i.
- **INDICATING GAUGE** for
direct or remote installation
- **P O L or Inverted Flare Inlet Connections**
- **SENSITIVE CONTROL OF PRESSURE**
- **LISTED BY UNDERWRITERS'
LABORATORIES**

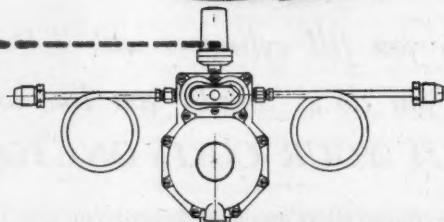
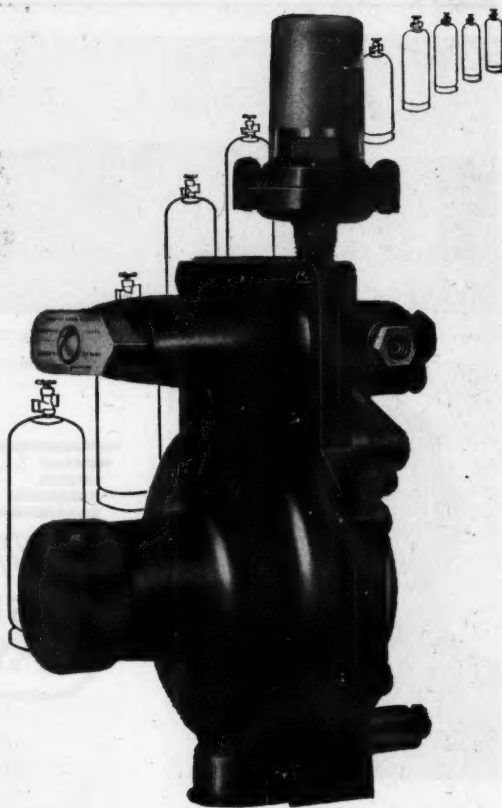
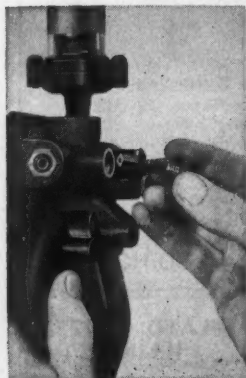
Here you have it, all in one package — an automatic throw-over regulator with indicating gauge combined in one unit for either direct or remote installation. Red flag appears when regulator automatically begins to draw from reserve cylinder.

The Sel-Pac D-1615, a high output regulator, will handle all the gas that can be vaporized from 6 cylinders on each side at 0 degrees. An extra large diaphragm is used on the second stage to assure sensitive control. Foolproof and weatherproof, this simple and rugged unit may be inspected and cleaned in minutes. Downward slope of gas passageways prevents moisture traps and reduces freeze-ups. Body and cover castings of aluminum painted black aid heat transfer.

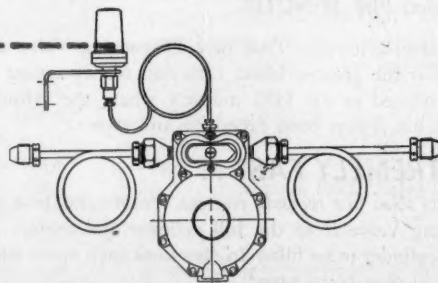
Modernize your operations. Reduce your number of out-of-gas calls with this Sel-Pac Automatic Regulator — beautiful to see, simple in construction, dependable in performance.

EASY TO SERVICE

Remove two small plugs for easy access to high pressure seats. Inspection and cleaning done quickly and easily.



**Automatic Regulator Assembly. Direct
Gauge. P O L or Inverted Flare Inlets.**



**Automatic Regulator Assembly. Remote
Gauge. P O L or Inverted Flare Inlets.**

SELWYN-PACIFIC COMPANY

340 WEST AVENUE 26,
LOS ANGELES 31, CALIFORNIA



AUTOMATIC REGULATORS
**INCREASE
PROFITS,
DEFEAT
ELECTRICITY**

by **GEORGE R. POSTLEWAIT**
President
SELWYN-PACIFIC COMPANY

Automatic regulator-assemblies primarily used in bottle installations, automatically switch over from an empty cylinder of gas to the full or reserve cylinder without interruption in gas service. Some other advantages:

1. Eliminates inconvenience of walking outside to close off the empty cylinder; open the full cylinder; retrace steps and re-light pilot.
2. Eliminates food losses and inconveniences which may occur from unexpected gas cut-off; spoiled dinner, cake or food in the oven.
3. The automatic regulator destroys the propaganda used by electrical appliance salesmen to the effect that every time a cylinder of gas is emptied, "Mrs. Bottle Gas User" will be greatly inconvenienced.
4. Since two stage regulation is employed in an automatic unit, it gives a much more uniform pressure year in and year out than with the single stage system. The customer enjoys better regulator and equipment efficiency and the gas company receives fewer service calls.
5. Here's a real matter of dollars and cents. Suppose a customer is billed by the number of cubic feet of gas that passed through a meter. With the two stage regulation provided by the automatic, the regulator can be adjusted for the 11" water column pressure and will remain constant throughout the year. In the ordinary single stage system, the pressure can climb to 14" or 15" water column pressure during the summer. The meter will measure the same number of cubic feet at the high pressure as it would at 11". Since there are a larger number of BTU's in a cubic foot of gas at 14" pressure than at 11" pressure, Mr. Gas Supplier is, therefore, paying out of his pocket for these extra BTU's, which he is giving away. Such a condition multiplied by hundreds of customers over a year's time can be responsible for a sizeable percentage of "unaccountable fuel losses."

These are but a few of the reasons why Sel-Pac automatic regulators are gaining enormous popularity. Unfortunately, some gas companies still operate on the assumption that they cannot afford automatic regulators when actually, if they were to analyze their losses, the true answer would be that they cannot afford to be without new modern automatic regulators.

SELWYN-PACIFIC COMPANY
340 West Avenue 26
Los Angeles 31, California

and wall heaters and floor furnaces.

The bulletin shows the basic unit for all add-on features and sets out the reasons for its advantages, including no pipe fitting, no broken pipe connections, no elbows or nipples and no wiring. It also explains how it simplifies the dealer's inventory.

Minneapolis-Honeywell Regulator Co.

33. Promote Water Heaters

With the release of a 16-page illustrated book "How Do You Choose a Water Heater," John Wood Co.'s Heater & Tank division makes available to the trade a convenient sales help in the promotion of automatic gas water heaters.

The new sales-slant booklet provides all the information needed, in non-technical language, to enable a customer to decide upon the water heater of his choice when used in conjunction with the familiar sizing charts already in successful use. With the booklet, dealers and customers alike are provided with simple test data, comparisons of the John Wood off-center internal flue construction with other heater constructions in terms of thermal efficiency, recovery capacity, and cost-per-gallon of hot water supplied.

John Wood Co.

34. Domestic Heating

One of Perfection Stove Co.'s 39-year veterans is the author of a brochure on comfort which is now in its second printing.

Sid Reese, assistant sales manager of Perfection's furnace sales division, wrote "If It's Comfort You Want" for the man or woman who plans to purchase a new heating plant for the home. The brochure traces the history of domestic heating in America, tells the prospective buyer what to look for in a heating plant and why.

Some 250,000 copies of the little book have been distributed. The second quarter of a million copies are now coming off the presses and copies may be had upon request.

Perfection Stove Co.

35. Gas-Fired Boilers

Worthington Corp. has issued a bulletin on types AO and BA cast iron gas-fired boilers for hot water, steam heating and hot water supply. The new bulletin consists of a three-page fold-out which illustrates in color the AO and BA units. A cut-away of each unit enables the reader

to see the various working parts, each of which are consecutively numbered and explained.

Specifications tables are included for each type boiler listing the proper specifications for operation for radiation, hot water and steam. A chart for each unit lists the various dimensions in inches for operation with manufactured, natural, mixed and propane gases. Information is also included on the exact size of boilers for nearly every residential requirement.

Worthington Corp.

36. Water Heaters

Facts and photos of the new Ruud Alcoa alloy standard gas water heaters are presented in a new eight-page, two-color envelope stuffer now available from Ruud Manufacturing Co.

The 3-in. by 6-in. folder reviews all component features in the three residential models. Guidance is given on selecting the proper model for various family requirements. The advantages of Alcoa alloy as a red rust-proof and highly corrosion-resistant tank are listed.

Form No. A1-100, as the new consumer literature is identified, shows a performance-rating sizing guide. On the back cover there is space for retailer imprint.

Ruud Manufacturing Co.

37. Equipment Price List

Roney Inc. has issued a new price list in connection with its new general catalog for LPG equipment. In many cases prices have been reduced. Catalog and price list on request.

Roney Inc.

38. Room Thermostats

In a six-page brochure, General Controls Co. has graphically presented the story of what is becoming more important in home planning every day—room thermostats.

The brochure is specifically designed to aid architects, builders, and appliance manufacturers in informing their customers about thermostats and their design.

In pointing up the dependability and simplicity of the thermostat, General Controls explains the technical aspects of the control, its features and its history.

The booklet explains the reason for the TV-type window over the thermostat thermometer; the bi-metal element which acts as the thermal conductor; and the brushed, stainless steel faceplate.

General Controls Co.

Associations

Current activities of national, regional and state liquefied petroleum gas associations.

L. P. Gas Industry's Convention

Opens At Conrad Hilton

FOUR activity-packed days are promised all L. P. gas men and guests who attend the industry's national convention at the Conrad Hilton hotel in Chicago, May 1-4. Advance registration indicates that attendance will far surpass that of previous years, and the 58,000 sq ft of display space will contain more suppliers' exhibits than ever before.

Lead-off speaker of the four-day meeting will be Dean Clarence Manion, one-time Dean of Notre Dame University's College of Law, and arch foe of public power. Dean Manion was so vigorous in his protests against TVA and similar federal projects that he was eased out of his Eisenhower Administration post as chairman of the Inter-Governmental Relations Commission. He summed up the basic issue of the Dixon-Yates electric power contract controversy by posing the question of

"whether private enterprise and Socialism can co-exist in the Tennessee Valley or elsewhere in the United States."

Following Dean Manions's address, Leo Wolman will present his views on the current business outlook. A director of Mutual Life Insurance Co. and of Clark Equipment Co., Mr. Wolman is well qualified to analyze the business scene. His talk will be "Factors Affecting the Business Outlook."

Starting at 3:15 Monday afternoon a selling symposium will feature enlightening reports from McCann-Erickson Inc., the National Council's new advertising agency. Other speakers will include James E. Pew, Sun Oil Co., president of the National Council for LP-Gas Promotion; E. Carl Sorby, Geo. D. Roper Corp., chairman of the council public relations committee; William R. Lund,

chairman of its copy committee; and Robert E. Borden, director, LP-Gas Information Service.

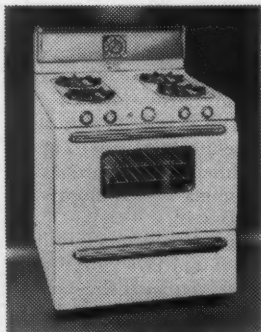
Another highlight of the meeting will be the marketers session Wednesday afternoon. Four well-known experts with their solutions to such problems as insurance, gas handling, getting along with your suppliers, and how to build your your customer load, will address the session. Wendell Groth, Mid-Century Underwriters Inc., will cover insurance. L. P. gas pumping, handling, and transportation will be discussed by Charles Corken, Corken's Inc., Oklahoma City. P. E. Gray of Sinclair Oil & Gas Co. will analyze supplier-dealer relations. The wind-up speaker will be Walter J. Kraus, Bay Heat Co., North Bend, Ore., who will present his ideas on industry sales problems.

At the annual business meeting President W. R. Sidenfaden will report on the past year's accomplishments.

Edmund H. Harding, labeled the "Will Rogers of North Carolina," will supply a touch of humor when he

NOTHING SUCCEEDS LIKE SUCCESS! Yes! *Enterprise Custom Ranges*

HAVE BEEN SUCCESSFULLY USED
IN KITCHENS ALL OVER THE WORLD
FOR ALMOST 100 YEARS . . .



DEALERS

Write, wire or call
for further
information

And now

the all NEW 1955 Enterprise
range that is the greatest ever

**THESE FEATURES NEVER BEFORE
EQUALED IN ANY RANGE:**

NEW!

{ PORCELAIN FINISHED THROUGHOUT
TOP GRIDDLE AND EXTRA GRATE ASSEMBLY
SIMPLEX—SIMMER TOP BURNERS
CONTOURED OVEN AND COMPARTMENT DOORS

PHILLIPS & BUTTORFF MANUFACTURING COMPANY

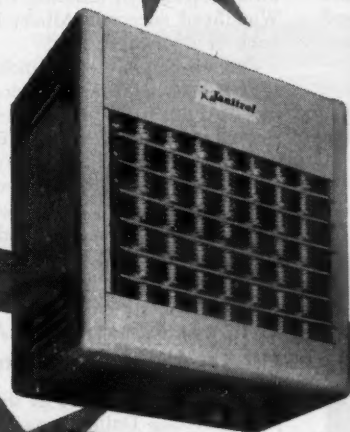
NASHVILLE

• TENNESSEE

BUTANE-PROPANE News

New stars in the *Janitrol* PARADE OF PROGRESS

**BRING YOU MORE SALES AND
PROFIT OPPORTUNITIES**



all New

UNIT HEATERS

The famous Janitrol Gas-Fired Unit Heaters have been redesigned for even better performance and easier installation! They're acoustically engineered for a new standard of quietness. The new compact design gives more "head-room" clearance. Every size has the famous Multi-thermex heating heart and double-safety overheat control for extra durability and performance. All of the many improvements will make these new Janitrols easier for you to sell, install and service.



Added

HORIZONTAL COOLING UNIT

This new summer conditioner gives you new flexibility for your central cooling installations. Can be located in attic, crawl space or suspended overhead. Uses include combinations with existing forced warm air systems; as unit coolers (with blowers); or with wet heat systems, since minimum duct work is required. The water-cooled refrigerating unit is hermetically sealed and warranted. Separate blower-filter units are available. Capacities are 2 and 3-ton, 230 V., single phase.



Added

DOWN-FLOW FURNACE

An all-new, gas-fired warm air conditioner designed for the popular perimeter-type heating used in basementless homes. The unit has the exclusive Multi-thermex heat exchangers and quiet ribbon-flame burners. Standard blower has capacity for small duct systems; optional blower available for use with cooling. All parts and controls are easily accessible from the front. Approved for close clearance and closet installations. Available in 80,000, 100,000 and 120,000 Btu/hr. inputs.

WHOLESALEERS AND CONTRACTORS

Write for all the facts on the Janitrol line of quality heating and air conditioning equipment. See us at the Chicago Trade Show in Booth 321, Hotel Hilton.

Janitrol
HEATING AND AIR-CONDITIONING
DIVISION

Surface Combustion Corporation, Columbus 16, Ohio
In Canada: Alvar Simpson Ltd., Toronto 13

addresses the closing luncheon gathering on Wednesday. Generous helpings of humor and philosophy earmark his talks.

Entertainment at the banquet on the night of May 4 will include dancing girls, the Varsity Glee Club of Purdue University, a family of jugglers, and various well-known comics. All entertainers are from top-flight night clubs and T V spectaculars.

Special attractions for the ladies feature a fashion show, two luncheon parties, and a book review. Helen Stevens Fisher will be hostess in

charge. One lucky feminine guest will wear home a free \$1000 mink stole. The drawing for the fur piece will be one of the highlights of the women's program.

Also to be held in conjunction with the LPGA convention is a cocktail party and banquet, sponsored and attended by the "Order of Ancient Gasers." This Sunday evening program will be held at the Hilton hotel, and will be a duplication of last year's meeting. Tickets for the cocktail party and banquet will be available from the officers of the organization.

Woodhead Elected President At New Jersey LPGA Meet

Harold V. Woodhead of Somerville was elected president of the New Jersey LPGA at the group's annual convention in Atlantic City. Mr. Woodhead succeeds Albert H. Hoshbach of Branchville.

Other officers elected include Alfred B. Littell, Franklin, vice president; Alvin E. Clayton, Toms River, secretary-treasurer; and H. Emerson Thomas, Westfield, who began his second term as national director.

Frank Barry of Westville Grove, Allen Lum of Chester, and K. A. Dunster of Basking Ridge took places on the board of directors.

L. P. gas Forum Held At NGAA Annual Convention

An LPG forum, held at the Adolphus hotel in Dallas, was a part of the recent Natural Gasoline Association of America's 34th annual convention.

The forum included a talk by D. E. Welch, Warren Petroleum Corp., Tulsa, titled "L. P. gas Motor Fuel." This was followed by Neal E. van Fossan of Texas Natural Gasoline Corp., Tulsa, discussing "L. P. gas Underground Storage—Past, Present and Future."

Concluding the section meeting was Frank DeVoe of Phillips Petroleum Co., Bartlesville, Okla., discussing "Expanding L. P. gas Markets."

New England LPGA Group Watches "Servants on Tap"

"Servants on Tap," a film presentation on hot water in the modern home, was one of the highlights of the recent annual meeting of the LP Gas Association of New England. The film was packed with sales punches on selling hot water service, stressing that this is a means to increase the LPG load and beat the competition.

Littleton (N. H.) Gas Co. presented a skit called "Sloppy Joe and His Place in the Sun." Roy Johnson of Fuelane Corp., Liberty, N. Y., discussed "Eyesores That Sell Electric Ranges."

Officers elected at the seventh annual meeting, which took place at the Hotel Kenmore, Boston, include James Coffin, Country Gas Service Inc., president; Larry Jagoda, the Coleman Co., secretary-clerk; and Alfred Johnson, Empire Stove Co., treasurer.

State directors elected are L. R. Wenzel, Massachusetts; Sanford Hammond, Rhode Island; Henry



John Crane *Plastic Lead Seal is the safest sealing compound you can use to protect persons and property against the hazards of leaky connections. It gives a positive and insoluble seal that is as permanent as the connection itself. PLS is much more than economical insurance. It is a sound measure of *prevention*.

PLS won't wash out . . . is impervious to butane and propane gases, as well as steam and water . . . is not affected by weather changes or vibration . . . withstands temperatures to 500° F . . . pressures to 6000 psi. Yet, since PLS never hardens, it allows connections to be easily disassembled after years of service.

See for yourself why PLS has the approval of both Underwriters' and the Butane Propane Institute of Louisiana. Send for a generous trial sample. No obligation. Crane Packing Company, 1838 Cuyler Avenue, Chicago 13, Illinois.



JOHN CRANE CRANE PACKING COMPANY

For your convenience: available in handy 1-lb. brush top cans.

EMPIRE



NO BASEMENT NEEDED!

MAKES THE BEST *Gas*
HEATING APPLIANCES
IN THE WORLD

*There's
NO DOUBT
about it!*

Automatic - Low Cost

EMPIRE

GAS FLOOR FURNACES

The most essential item in your home for the comfort and protection of your family is the heating plant! The cost of installing a New Empire Gas Floor Furnace is surprisingly little . . . the warmth and convenience you'll enjoy must be experienced to be believed!

If you plan to build a new home or improve your heating plant, your Authorized Empire Dealer has experienced engineers to help you without charge.

MOST EFFICIENT

Gas
BURNER

MINIMUM FIELD

SERVICE

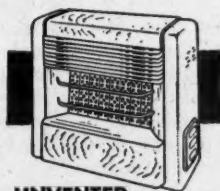
DEALERS

ACCEPTANCE

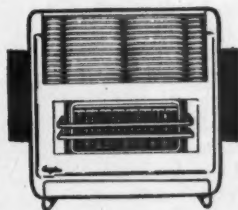
SILENT

**IN
OPERATION**

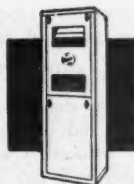
**USER
SATISFACTION**



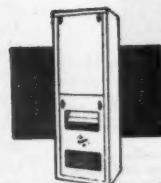
**UNVENTED
Gas HEATER**



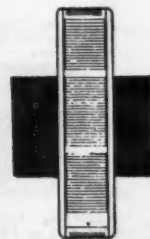
Gas
**CIRCULATOR
HEATER**



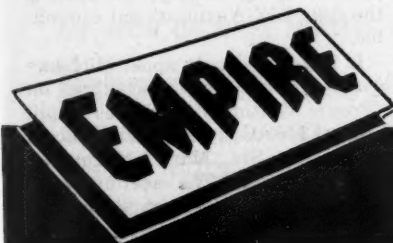
**WINTER AIR
CONDITIONER**



**COUNTER FLOW
AIR CONDITIONER**



**ZONE CONTROL
RECESSED HEATER**



A Great Name in Gas Appliances

STOVE COMPANY

BELLEVILLE, ILLINOIS

Merrill, Vermont; A. J. Brown, New Hampshire; B. Stevens, Connecticut; and Clyde Jacobs, Maine. Norman Bangs was elected director-at-large.

Special entertainment consisted of two of New England's outstanding Barber Shop quartets, and as an added feature a quartet of New England L. P. gas men rendered "I Want a Girl." A banquet and social hour were also included on the agenda.

Mobile School Considered At Iowa LPGA Convention

The idea of an association-sponsored and conducted mobile school

for operators and their personnel on a continuing basis was stressed by C. L. Crippen at the recent Iowa LPGA convention, held at the Savery hotel in Des Moines. The title of Mr. Crippen's talk was "Educating Our Employees."

Following a welcome and introduction by Association President Edgar Holden, Robert C. List, Fisher Governor Co., discussed the importance of understanding L. P. gas and knowing how to handle it.

The central theme of convention talks was education. "Educating Our Customers" was discussed by Paul E.

Pellett, Western Iowa Gas Co., while Eugene W. Schrage, Harms All-Gas Co., told how to educate the supplier. "LPGA Educational Program, Past, Present, and Future" was discussed by W. A. Schuette, Hausgas Inc., and insurance was covered by W. T. Harper, C. O. Jones & Son insurance agency.

The group decided that regional service schools treating venting, thermostats, burner operation, safety, etc., should be held throughout the state. Other business transacted included the selection of a committee to draw up plans for billboard advertising.

A managers' meeting was scheduled for May at the Savery hotel, while a social meeting of Iowa LPGA members and their wives was set for September at a lake in northwest Iowa.

A motion was made and passed that the present association officers and directors be held over until the next regular meeting, which will take place March 21-22, 1956, at the Savery hotel, Des Moines.

ABDA Names O. L. Dailey New Executive Secretary

O. L. Dailey Jr. has been named executive secretary of the Arkansas Butane Dealers Association, succeeding O. W. Porter, who has resigned. Mr. Porter will continue to serve the group as public relations director for an indefinite period.

Mr. Dailey has been Mr. Porter's assistant for the past several months, and is also secretary of the Arkansas Independent Oil Marketers Association.

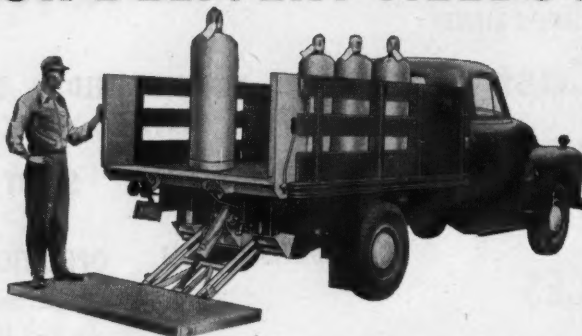
Proper Venting Discussed In Michigan, North Dakota

A series of meetings on venting took place recently in North Dakota and the upper peninsula of Michigan. In both cases the state LPGAs sponsored the sessions.

A series of nine meetings was held in the state of North Dakota on "Good Venting Practices of L. P. Gas Equipment." Approximately 320 people attended these sessions, which were planned by Ed Hussey, chairman of the state LPGA educational committee.

L. P. gas dealers in upper Michigan completed a series of meetings on "Proper Venting of L. P. Gas Appliances." Meetings were held in Escanaba, Sault Ste. Marie, Marquette, and Ontonagon. The meetings were arranged by an industry committee and some 160 LPG dealers and other interested people attended.

NOW...WHICH SIZE FITS YOUR DELIVERY NEEDS?



NEW ANTHONY "LIFT GATE" For ¾-Ton and Larger Trucks



Model No. 146 handles up to 4000 lbs. on heavy trucks and semi-trailers.



Model No. 145 handles up to 2000 lbs. on 1½-Ton and larger trucks and semi-trailers.



Model No. 130 for Pick-up Trucks with steel express bodies.

This new lower priced Anthony Model No. 144 "LIFT GATE" handles loads up to 1000 lb. (other sizes from 800 to 4000 lbs. are available). Lift Gates in all sizes let one man do the work of three or more when loading or unloading a truck with heavy bulky freight — and in one-third the time. Loading and unloading is done with ease by moving one conveniently located lever to control the powerful hydraulic action of the "LIFT GATE". With the time saved in loading and unloading you can double your deliveries. Damage to merchandise and personnel accidents are greatly reduced. One "extra" delivery each day will pay for your Anthony "LIFT GATE". Write today for complete information.



ANTHONY COMPANY
Streator, Illinois

The Biddle Company
Bloomington, Illinois
ANTH-1170

Hunt

Automatic WINDOW HEATER

**HEATS FLOORS
FIRST!**



Hot air is moved by forced circulation (460 CFM) downward to floor and along floor to walls, warming floors first!

BURNS OUTSIDE OXYGEN

Vented—yet, requires no vent because all combustion air is taken from outside. Healthful, because no oxygen is taken from inside air.

SAVES SPACE AND GAS

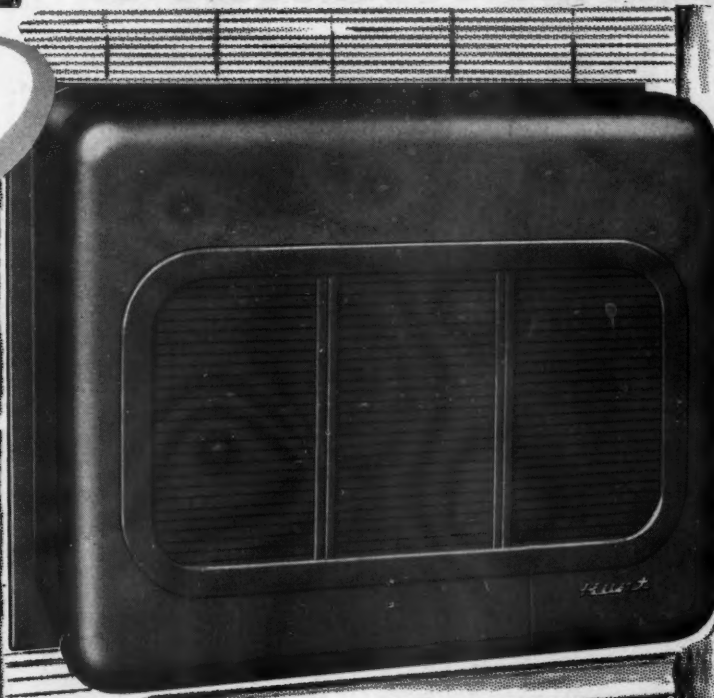
Fits practically flush in window or wall, taking up no floor space. Approximately 80% efficient. Equipped with electric controls, wall thermostat, and 100% safety pilot.

INSTALLS IN WINDOWS OR WALLS

Saves as much as 50% on installation in wall. Window installation simple and even more economical. No vent required.

IDEAL FOR OLD HOMES

For tourist courts, hotels, service stations, and for use when enclosing carports, porches, and attics.



**GAS
FIRED**



SEE BOTH OF THESE HEATERS AT

National LP Show

BOOTHS #9, #10, AND #10A

CONRAD HILTON HOTEL

CHICAGO, MAY 1 THRU MAY 4th

STYLED FOR TODAY AND TOMORROW COMPLETELY NEW! HUNT VENTED GAS CIRCULATORS

MODERN STYLING—Designed to fit perfectly into the decoration plan of any home and styled to stay beautiful for years to come.

NEW COLOR—Cabinets hard baked in rich, neutral copper-toned tan enamel. Complements any room.

COMPLETELY AUTOMATIC—Through the use of the Robertshaw Unitrol constant room temperature is maintained without care or worry.

FORCED WARMTH—Large capacity blower, optional equipment, is automatically controlled and quietly forces warm air to all corners of the room.

ASSURED SAFETY—Robertshaw Unitrol.

SUMMER CIRCULATION—Summer switch, standard with blower assembly, allows blower to be used when heater is not in operation.

ECONOMICAL OPERATION—Cast iron, raised port burners, and large dual air shutters assure efficient, money-saving combustion.

WIDE VARIETY OF SIZES—Eight different sizes—three for LP gas, five for natural.

WORLD'S EASIEST HEATER TO SERVICE—Hunt's exclusive "bend-down" service feature allows complete cleaning, adjusting, and servicing with an absolute minimum of effort.

HUNT HEATER CORPORATION

220 12TH AVENUE, NORTH • NASHVILLE, TENNESSEE

Summer Salesmakers

by

Dearborn

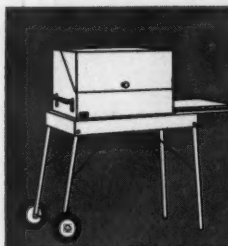
makers of the famous
cool safety cabinet
gas space heater

Dearborn's famous Cool Safety Cabinet gas space heater is your biggest winter profit-maker — No. 1 in sales all over America. And, Dearborn's summer comfort-makers can be your biggest profit-makers, too. They're loaded with features and they're loaded with quality. They're highly competitive in price . . . high in performance . . . high in looks. And when you carry the Dearborn line you carry Dearborn's reputation, best selling tool of all!

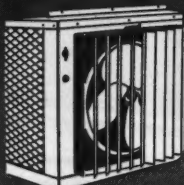
the new 1955 Dearborn
Room Air Conditioner
It's the air conditioner
that gives your customers more
for their money — gives you
more features to sell.



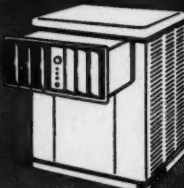
the new 1955
Dearborn Fan-Type
Evaporative Cooler
The Southwest's best known,
most preferred evaporative cooler.



the new 1955
Dearborn Hobo Chef
The best looking, best
performing barbecue equipment
on the market at its amazingly
low price.



the new 1955 Dearborn
Blower-Type Evaporative Cooler
Brand new — two big
blower-type models for high
volume sales — packed
with saleable features.



Dollar-Wise it's Dearborn for sales and profits the year 'round



Dearborn®

1700 WEST COMMERCE, DALLAS, TEXAS

Keep Up with L. P. gas
Developments Each Month

BUTANE-PROPANE
News

by subscribing to

198 SOUTH ALVARADO STREET, LOS ANGELES 57, CALIFORNIA

See Page 2 for Foreign Rates

☐ Check herewith ☐ Bill me ☐ 1 year \$2.00 ☐ 2 years \$3.00

Name _____ Title _____

Firm _____

Street _____

City _____ Zone _____ State _____

CALENDAR

Coming events
in the Industry

MAY

May 1-4 — Liquefied Petroleum Gas Association. Annual convention and trade show, Conrad Hilton hotel, Chicago.

May 11-13 — Canadian Institute of Mining & Metallurgy, Petroleum & Natural Gas division. Sixth annual convention, Edmonton, Alberta, Canada.

May 16-17 — Utah LPGA. Annual convention and trade show, New-house hotel, Salt Lake City.

May 16-20 — National Fire Protection Association. Meeting, Netherland Plaza, Cincinnati.

JUNE

June 1-3 — Missouri LP-Gas Association. Annual convention and trade show, Jefferson hotel, St. Louis.

June 4-6 — Arkansas Butane Dealers' Association. Annual convention, Hotel LaFayette, Little Rock.

June 5-7 — Mountain States District, LPGA. Annual convention and trade show, Hotel Colorado, Glenwood Springs, Colo.

June 6-8 — Institute of Appliance Manufacturers. Twenty-third annual convention and exhibit, Netherland Plaza, Cincinnati.

June 6-15 — Fourth World Petroleum Congress, Rome, Italy.

June 19-22 — LPGA District No. 2 (Southwest). Management school, University of California, Berkeley.

June 22-24 — Texas Butane Dealers Association. Tenth annual convention and trade show, Adolphus and Baker hotels, Dallas.

June 27-28 — Wyoming LPGA. Annual convention, Hotel Townsend, Casper.

JULY

July 11-13 — Mississippi LP-Gas Dealers Association. Management seminar, University of Mississippi, University.

AUGUST

August 7-9 — Kentucky LP-Gas Association. Annual convention, Kentucky hotel, Louisville.

August 28-30 — LPGA District No. 2 (Southwest). Convention and trade show, Sheraton-Palace hotel, San Francisco.

All associations are invited to send in dates of their forthcoming meetings for this calendar.

the look of tomorrow that helps you sell today!



high-style Hardwick ranges breaking sales records for LP dealers!

Since first announced, Hardwick's High-Fashion Gas Ranges have created a sensation on selling floors all over America. Styled years ahead by America's foremost designers, the new Hardwick gas range is truly America's most distinguished cooking appliance. The "look-of-tomorrow" styling, plus exclusive and unmatched performance make Hardwick the smart range buy for 1955.

You will also find that Hardwick's down to earth prices make it easy to trade up prospects—and make your own full margin while being able to give them more for their money. Remember,

smart homemakers know that Hardwick offers performance and trouble-free service unequaled in the gas range field.

The Hardwick line is setting new sales records, so take advantage of this tremendous opportunity to increase sales by displaying *more* Hardwick models on your floor.

**See Hardwick at the
LPGA TRADE SHOW Booths 116 and 117
May 1-4 • Conrad Hilton • Chicago**

Hardwick stove company, cleveland, tennessee

The Trade

News of personnel of manufacturers, contractors, and suppliers to the LPG industry.

American Tank Co. Appoints Jennings General Sales Manager

The appointment of Henri H. Jennings as general sales manager of the American Tank & Manufacturing Co., Dallas, has been announced by Der Wayne Scoggins, president.

Prior to joining American Tank,

Mr. Jennings was sales manager for the Memphis plant of the Flint Steel Corp. He has been actively engaged in the L. P. gas business since the late 1920's when he was affiliated with the Humble Oil Co. at the Ingelside, Texas, refinery.

Instrumental in setting up many of the present day L.P. gas dealers

in Georgia, Florida, Mississippi, Louisiana, and the Carolinas in the early days of the L.P. gas business, Mr. Jennings is widely known in the industry. During the years 1945 through 1947, he worked on early experiments with Louisiana State University professors with anhydrous ammonia.

The American Tank & Manufacturing Co., is engaged in the manufacturing of L. P. gas transports, delivery units, custom tractor tanks, and domestic L. P. gas tanks both underground and aboveground.



C. H. Boylan



H. H. Jennings

Charles Boylan Midwest Sales Representative For Weatherhead

Charles H. Boylan, sales representative of the Weatherhead Co., now covers Ohio, Indiana, Illinois and Michigan, handling sales of equipment for both L.P. gas and anhydrous ammonia, according to a recent announcement by T. V. Scott, sales manager of Weatherhead's L.P. gas equipment division.

A 10-year veteran with the company, Mr. Boylan is thoroughly familiar with the design, engineering production, installation and service of equipment for high pressure gases.

He was instrumental in the organizing of the Agricultural Ammonia Institute and was chairman of the Engineering Standards & Standardization committee. Serving as a board member for four years, he also is on the General Technical and Safety committees of the AAI.

Temco Appoints J. E. Stafford Texas Sales Representative

Temco Inc. of Nashville, Tenn., national manufacturers of gas appliances, announces the appointment of J. E. Stafford as sales representative for the state of Texas. He replaces Ray McDonald who resigned March 1.

See

BOWSER

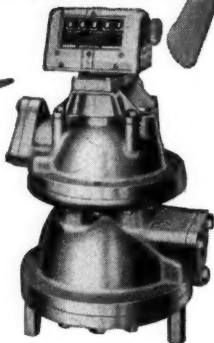
underwriters' labeled
METERS and DISPENSERS
at the lpga convention

XACTO METER

UNDERWRITERS' APPROVED
FOR
BULK PLANT TRANSFER
AND TRUCK DELIVERIES
Two sizes, 15 or 50 g.p.m.

Tested at 1250 p.s.i. Working parts, stainless steel and Teflon. 1 1/4" and 1 1/2" connections.

2 SIZES
EQUIPPED WITH
STRAIGHT-READING
OR
TICKET-PRINTING
DIALS



DISPENSER

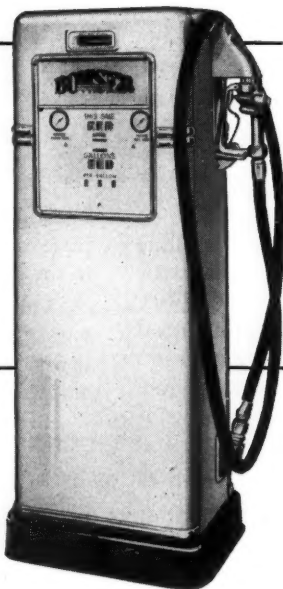
UNDERWRITERS' APPROVED
FOR
TRUCK • BUS • TAXICAB •
AND COMMERCIAL FLEET
OPERATORS

Two sizes, 15 or 35 g.p.m.

Quick, safe refueling of LP-gas-powered vehicles at convenient points. Offers fleet owners new operating economies.

2 SIZES
EQUIPPED WITH
**XACTO
LP-GAS
METER**

As convenient as a gasoline fueling pedestal.



*We hope you
will make yourself
at home in our
booth!*

WRITE
FOR BULLETINS

BOWSER

ESTABLISHED 1885

BOWSER, INC., FORT WAYNE, IND.
1349 E. CREIGHTON AVE.

She'll drop everything to call you the minute she finds out how you can give her more space for living in her new home. But she'll have to see it to believe it. Just like a woman!

They have to see what they're getting before they buy! Yet when it comes to home heating, it's a sure thing they'll take the first thing that comes along. Unless, of course, you can show them how a compact heating installation with the Norman Southerner makes their home more comfortable all year 'round.

That's where the 'Norman Sketchbook comes in handy! A new kind of sales presentation for Norman heating dealers with actual sketches of different homes that show where the Norman Southerner is installed.

You'll be able to show her all the latest styles of house construction, each with a different place for the Norman Southerner indicated right on the floor plans. It's next best to the real thing!

Until she sees it in the Norman Sketchbook, she'll never realize how much of an advantage it is to insist on the Norman Southerner in her new home.

A WORD OF WARNING: Our cover girl is enough to make any Norman heating dealer take his mind off a demonstration of the Norman Sketchbook. In the event she talks you out of your only copy, be sure to get another one right away. Call or write!

Come on over... and bring your Norman Sketchbook!



Sell the Norman Southerner to new home heating prospects with a demonstration from this new selling aid for Norman heating dealers.

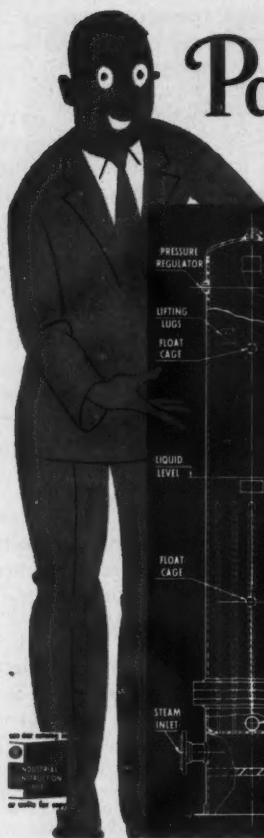
The Norman Southerner
HORIZONTAL FORCED-AIR
GAS FURNACE



**NEW LOCAL
ADVERTISING PACKAGE**

Another big promotion for Norman heating dealers. A complete package of advertising and sales promotion material...including local newspaper advertising mats. Send for your free copy today!





Paracoil SERIES 48E LPG vaporizers

(STEAM TYPE)

FOR INDUSTRIAL AND UTILITY INSTALLATIONS

**CHECK ✓ These Points
of Proven Superiority...**

- ☐ HIGH OUTPUT CAPACITY IN MINIMUM FLOOR SPACE
- ☐ NON-FREEZING, FAST DRAINING CONDENSATE SYSTEM
- ☐ OPERATES UNDER AUTOMATIC CONTROL
- ☐ ENTIRELY SAFE—NO OPEN FLAMES—USES LOW PRESSURE STEAM
- ☐ STANDARD PRODUCTION MODELS TO 6000 G.P.H.

DESIGN: ASME STAMPED, PAR U-69,
N.B.F.U. PAMPHLET 58

Write for additional data and prices.

DAVIS ENGINEERING CORPORATION

1058 East Grand St., Elizabeth 4, New Jersey
30 Rockefeller Plaza, New York 20, New York

Mr. Stafford has a thorough knowledge of the heating business and of the Texas territory. His background includes several years experience in the gas heating industry as a sales representative and regional manager in the Southwest.



J. E. Stafford



R. L. Cole

Cole Appointed Vice President At Globe Gas Corporation

R. L. Cole has been appointed vice president of Globe Gas Corp., Long Beach, Calif. Mr. Cole was formerly vice president in charge of the Western division of Anchor Petroleum Co.

The announcement of Mr. Cole's appointment was made by Lloyd Lowry Jr., president of Globe Gas.

Wolfinger New Manager Of Service LPG Division

Harry Wolfinger, formerly associated with Consolidated Gas & Equipment Co. of Denver, and Plainview, Texas, has moved to Tulsa where he has been made manager of the LPG division of Service Petroleum Co.

Mr. Wolfinger has been associated with various phases of the L.P. gas industry for 17 years.

Service Petroleum Co. has headquarters in the National Bank of Tulsa Bldg.

P. E. Gray Appointed Sinclair Sales Engineer

P. E. Gray has been appointed sales engineer, liquefied petroleum gas sales department, Sinclair Oil & Gas Co., Tulsa. Mr. Gray comes to Sinclair with eight years of experience in the LPG industry.



P. E. Gray

Mr. Gray's early experience covers bulk plant design and construction, market survey work, and tank car and transport terminal operation. For one year he was instructor in bulk plant equipment at the National L.P. gas Institute of Tulsa.

He also spent two years in sales,



Get
EVER-TITE
quality in
heavy-duty
quick coupling units

All of the advantages of Standard Ever-tite Couplings — precision engineering, quality materials, superior performance — are embodied in *heavy-duty* Ever-tite units, with the additional feature of *heavier construction* throughout.

Test them now — under any conditions. They'll prove that if you want tough, heavy-duty couplings that function *right*, it pays to use *Ever-tite*.

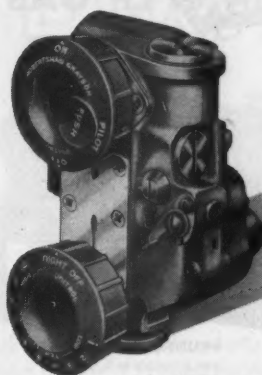
EVER-TITE COUPLING CO. INC.
254 West 54th Street, New York 19, N. Y.

Select the controls that help you sell MORE SPACE HEATERS

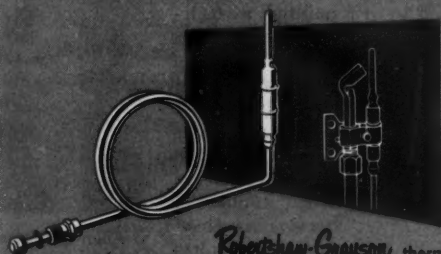
With Robertshaw®-Grayson automatic controls, thermocouples and pilots on Gas space heaters you sell, finest operating performance is assured. These dependable, accurate controls . . . nationally advertised for many years . . . have won complete consumer acceptance, thus giving you an extra selling feature.



MODEL 2EC is a throttling type heat control with adjustable by-pass set at the time of installation to maintain a minimum flame over the main burner at all times. It assures a more even distribution of heat and continuous air circulation that helps overcome the "cold 70°." It is equipped with thermoelectric automatic pilot that automatically releases to provide 100% shut-off if pilot failure ever occurs.



MODEL A17 UNITROL® Room Temperature Control is fully automatic. Powerful hydraulic temperature-sensing unit, located in "live" air stream of cold air intake, is extremely sensitive to small temperature changes. Completely installed *within* the heater, it requires no electrical connections, no chopping into plaster walls. Only two dials to operate. 100% operation; safe lighting, thermomagnetic pilot, pilot filter, built in gas cock.



Robertshaw-Grayson thermocouples and pilots belong together — because they're designed to work together.



Robertshaw-Fulton
CONTROLS COMPANY

Grayson Controls Division, Long Beach, Calif.
Robertshaw Thermostat Division, Youngwood, Pa.
Robertshaw-Fulton Controls (Canada) Ltd., Toronto

equipment installation, and field service work at Corken's Inc., Oklahoma City. For the past two years Mr. Gray has been connected with design, construction, and operation of underground storage terminals.

The announcement of his appointment at Sinclair was made by A. T. Scherer, sales director, and John A. Storm, sales manager, LPG sales department.

Gasal New General Manager Of Delta Beardstown Plant

Delta Tank Manufacturing Co. Inc. Baton Rouge, La., announces the appointment of Russell A. Gasal, former

executive of Butler Manufacturing Co. of Kansas City, Mo., as general manager of Delta's Beardstown, Ill., plant.

At the same time, Hal S. Phillips, president of Delta Tank, named John T. Nesser, former manager of the Beardstown facility, as sales manager of the firm's liquefied petroleum gas equipment division in Baton Rouge.

Mr. Gasal, a veteran of more than 20 years in the liquefied petroleum gas industry, joined Butler Manufacturing Co. in 1933 after several years with the Skelly Oil Co. He subsequently served as product and sales manager until joining Delta Tank in

his new post as manager of the Beardstown plant.

Mr. Phillips also states that Robert G. Fox has been named as the Kentucky-Ohio area sales representative of the company.

Roney Appoints Walker To Chief Engineer Post



Calvin Walker

Calvin Walker has recently been appointed chief engineer of Roney Inc. Mr. Walker was formerly with the Parkersburg Rig & Reel Co., manufacturers of oil and gas processing equipment.

In his new capacity, Mr. Walker will supervise the design and manufacture of ammonia and L. P. gas equipment, as well as specialized bulk plant installations.

Servel Appoints Kenneth Olson Kansas City District Manager

Kenneth V. Olson of Dallas is the new district sales manager for the Kansas City area of Servel Inc., according to Neal E. Schuman, field sales manager of the home appliance division.

Mr. Olson will assist Servel distributors in the promotion and sale of Servel appliances through Nebraska, Kansas, southeastern South Dakota, western Iowa, and western Missouri.

S. J. Grimm, a former factory worker and warehouse man, has been promoted to manager of the Evansville sales branch of Servel Inc., the company's wholesale distributing outlet for southwestern Indiana, southeastern Illinois and western Kentucky.

Allen R. Brown Appointed Dallas Sales Representative

Allen R. Brown has been appointed southeastern sales representative of Dallas Tank Co. Inc. Mr. Brown will make his headquarters in Clarksdale, Miss., and will have charge of sales for Dallas



Allen R. Brown

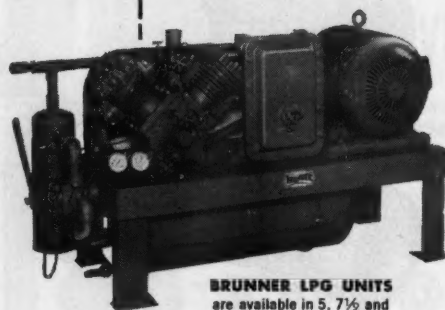
Tank in Arkansas, Louisiana, Mississippi, Tennessee, Georgia, Alabama, and Florida.

For the past three years Mr. Brown has been connected with Edward S.

You can pay
for this



LP GAS TRANSFER UNIT



— with the
GALLONAGE SAVINGS
you'll get
every time you
empty a tank car!

BRUNNER LPG UNITS
are available in 5, 7½ and
10 H.P. models—easy to
install, easy to service.

Yes, the savings in time and gallons (up to 540 gallons more from a 10,000 gallon tank car) soon pay for your Brunner LPG Transfer Unit—keep on paying big dividends every time you use it! The reason, of course, is that the Brunner Unit not only quickly transfers all liquid to your storage tank—but also removes and liquefies gas vapors remaining in the tank car. With a simple turn of a valve, residual vapors in the tank car are removed down to recommended pressures of 15 to 20 lbs. per square inch. See the Brunner LPG Unit—see why no liquid pump can give you such savings!



WRITE FOR FREE BOOKLET that shows how to set up a highly efficient "tank car to storage" transfer system—describes the many safety and long life features of Brunner LPG Units.

BRUNNER MANUFACTURING COMPANY
Dept. E-555, UTICA, N. Y., U.S.A.

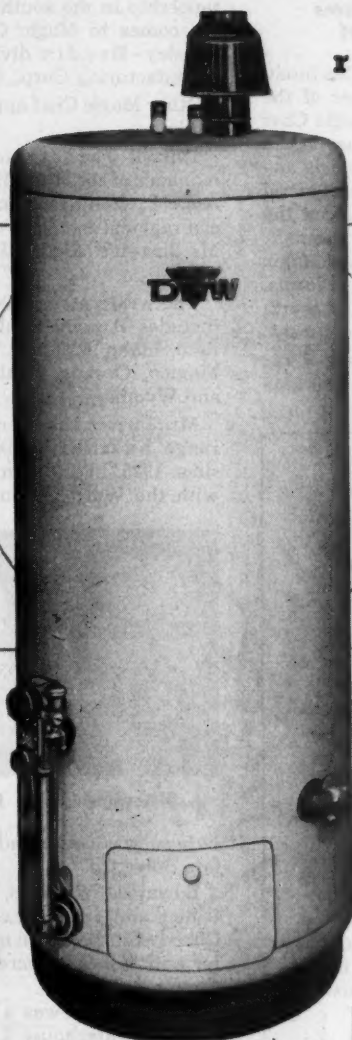
The Brunner Co., Gainesville, Ga.

In Canada: Brunner Corp. (Canada) Ltd., Toronto, Ont.

BRUNNER

... the name to look for on
**INDUSTRIAL
GAS COMPRESSORS**

recommendations from
satisfied owners...



... put the **EXTRA** *Sell*

INTO



Automatic water heaters

especially designed for LP Gas

Yes — one sale leads to another as satisfied DWW owners pass the word along! Prospects buy quickly because friends have pre-sold them on DWW's record for more low-cost hot water — greater dependability and safety. Reason enough why dealers call these fast selling water heaters their best profit line! Give yourself a bonus of easy sales and quick turnover with customer-recommended DWW!

these

FEATURES SPELL *Sell*

- Quick, abundant hot water
- 100% automatic safety pilot
- Heavy fibreglas insulation to prevent heat loss
- Adjustable thermostat easily set for any temperature
- Non-clogging burners
- Dust-free base
- Gleaming white enamel casing
- Advanced design with latest scientific improvements
- Precision engineering

liberal 10-year guarantee

NATIONALLY ADVERTISED

ANOTHER
PROVEN

Performer

DWW STEELGLAS—the double glass lined automatic gas water heater that gives twice as much protection against rust! Hot water is always clean and clear because exclusive glass lining is rust proof. Seamless construction prevents exposed steel or seepage. Highest safety and durability.

D.W. WHITEHEAD

D. W. WHITEHEAD MFG. CORP.
1218 Walnut Ave., Trenton 9, N. J.

Nelson Ltd. of Clarksdale, designers and erectors of LPG and anhydrous ammonia bulk plants. He was chief engineer of the company. He was also sales engineer, for two and a half years, of the Memphis division of Flint Steel Co.

Mr. Brown has been active in the affairs of the Agricultural Ammonia Institute and is now serving as a member of the board of directors. At the last meeting of the institute he was elected secretary.

The announcement of Mr. Brown's appointment was made by J. W. Banks, vice president of Dallas Tank and manager of the LPG division.

Eastmead, Jarrett, Williams Appointed At Magic Chef

Louis D. Eastmead of Cincinnati has been appointed manager of the Southeastern division of Magic Chef Inc., with divisional headquarters in Atlanta, Ga. His appointment is announced by K. O. Dupree, general sales manager of Magic Chef, at the company's home office in St. Louis.

The Southeastern division of Magic Chef includes Alabama, Florida, Georgia, Louisiana, North and South Carolina, Mississippi and Tennessee.

Mr. Eastmead is a veteran of the appliance field, with wide acquaint-

tanceship in the southeastern states. He comes to Magic Chef from the Crosley-Bendix division of Avco Manufacturing Corp., Cincinnati.

Other Magic Chef appointments include:

Russell Jarrett, former general manager of the Ward Heater Co., Los Angeles, who has been named western regional manager of Magic Chef. Mr. Jarrett's office will be in Los Angeles.

The western region of Magic Chef includes Arizona, California, Colorado, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington and Wyoming.

Mr. Jarrett has been active in the range business in western states since 1925. In addition to his service with the Ward Co. in Los Angeles,

*I think it's Swell...
it's a BAGWELL!*

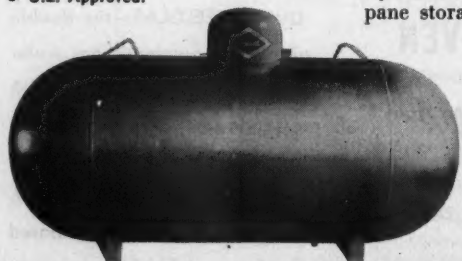


- Dry tank minimizes freeze-up.
- Separate 1 1/4" fill valve.
- Full width strap legs.
- Large safety-plus orifice regulator.
- One piece extra heavy drawn steel dome.
- Easy to read "senior" size float gage.
- Bottom plug makes cleanout easy.
- ASME U69.
- U.L. Approved.

Customers appreciate Bagwell General Propane Tanks. Our dealers tell us so. And bulk plant operators agree that the consumer has to be satisfied with the tank to be satisfied with his service.

That's one of the reasons we stay alert and make every effort to offer you the best tanks and the fastest delivery possible at the best competitive price.

We've met the demands of many dealers, and we'd like an opportunity to satisfy your needs for propane storage tanks.



**Get Our Offer
Before You Buy...**

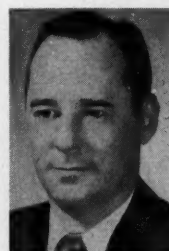
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TODAY!**

BAGWELL GENERAL

Call us:
Sapulpa 2680
Tulsa 50-8500

STEEL COMPANY
SAPULPA, OKLAHOMA

Write us:
P. O.
Box 391



L. D. Eastmead



Russell Jarrett

he also was connected with the Estate Stove Co.

Edward J. Williams, formerly controller and treasurer of Laclede-Christy Co., has been named controller and assistant secretary of Magic Chef.

Mr. Williams was a staff member of Price Waterhouse & Co. in the St. Louis area before joining the Laclede-Christy firm. He succeeds Harold H. Gearhart, who has become budget and cost director.

Allan M. Wyman, formerly president of Smithson, Wyman & Withenbury Inc., has been appointed director of advertising and sales promotion, it is announced by Cecil M. Dunn, president of Magic Chef Inc., St. Louis.

In his new position Mr. Wyman will be responsible for planning and administering all advertising for all products of Magic Chef.

Storm Appointed Sales Manager Detroit-Michigan Domestic Div.

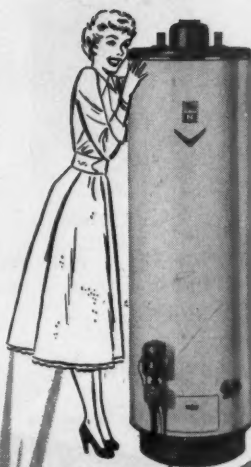
Appointment of John M. Storm as sales manager for the Domestic Sales division of the Detroit-Michigan Stove Co., has been announced here by Fred A. Kaiser, president.

Mr. Storm joined Detroit-Michigan in 1948 as district manager in Houston and was named Southwestern di-



words like
"DAY & NIGHT Jetglas."

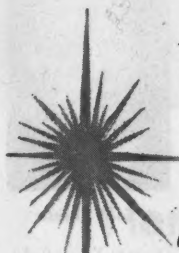
can increase your
 water heater profits 25%



Because the unsurpassed "quality story" of Jetglas makes it easy for you to sell top-grade water heaters at top-rate profits instead of competitive heaters at a cut-rate profit, if any. "Jetglas... rust-proof inside and out... outlasts two ordinary water heaters... costs less in the long run." These are words that make people buy — and make profits for you. Why sell less — when it pays to sell the best?

Magic Words Midas Touch

GIVE YOU THE TURNING PROBLEMS INTO PROFITS



words like
"DAY & NIGHT Panelray"

make home heating easy to sell and profitable

Because it's the most famous wall heater in the world — fast, wonderful comfort anyone can afford.

Easy to sell, easy to install, and practically no service follow-ups — *ever* — to eat your profits.

It's the easiest way to get in the heating business — the surest way to make a heating profit *and keep it!*

Every day
 more dealers say...
 it pays to sell the best!

DAY & NIGHT

MANUFACTURERS OF AMERICA'S FINEST WATER HEATERS,
 HOME HEATING, AND AIR CONDITIONING EQUIPMENT!

DAY & NIGHT, MONROVIA, CALIFORNIA

Write for the name of your nearest Day & Night distributor

vision manager with headquarters in Dallas in 1949. He was transferred to the Detroit sales office in 1954.

Utility Fan Names Gorsey California Sales Engineer

Utility Fan Corp., Los Angeles, has announced the promotion of Leo M. Gorsey to the post of sales engineer for the state of California, it is stated by Vance Smith, manager of the company.

Prior to being named to his new position, Mr. Gorsey was in charge of blower and cooler engineering for Utility for the past two years.

Rex Phelps Manages New Warren Petroleum Division



Rex V. Phelps

James E. Allison, president. Mr. Phelps assumed his new duties on April 1.

Warren Petroleum Corp. has formed a new Terminal and Transportation division under the managership of Rex V. Phelps, according to an announcement by W. K. Warren, chairman of the board, and

This step was taken, the officials said, for the purpose of combining and coordinating, under a single division, the various operations relating to the storage, terminaling and transportation of finished products which heretofore had been handled by several divisions and departments. The sizeable expansion by the corporation in the past few years of its rail and water transportation facilities, tidewater receiving and distributing terminals and inland storage terminals has made it necessary to form a new operating division.

Mr. Phelps will have five departments under his jurisdiction, each of which will continue to be managed by individuals who previously had directed their operations.

The natural gasoline storage department will be managed by H. A. Montgomery. The traffic department will be under the managership of H. A. Busten and the marine department will be managed by C. R. Heaney. The engineering and construction department will remain under the direct management of Mr. Phelps. John Tfl McKenna will manage the L. P. gas storage department.

Frost Elected Vice President Of Pyrofax Gas Corp.

Frederick W. Frost has been elected a vice president of Pyrofax Gas Corp. and of its subsidiary, Pyrofax Gas Ltd. of Canada, Walter A. Naumer, president, announces. Pyrofax, which is one of the oldest companies in the bottled gas field, is a unit of Union Carbide & Carbon Corp.



F. W. Frost

Mr. Frost joined Pyrofax in 1931 as a sales correspondent. Four years later he became assistant advertising manager, in 1938 advertising manager, in 1941 assistant sales manager, in 1950 sales manager, and in 1953 manager.

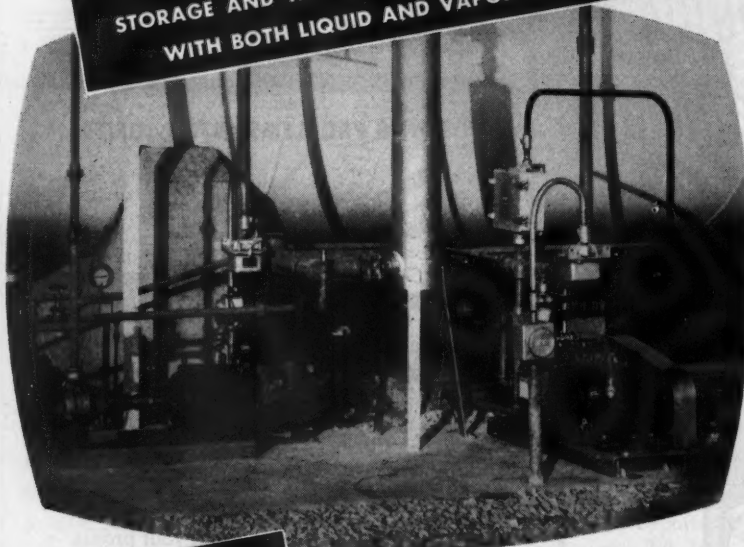
Kirk Appointed Janitrol Air Conditioning Engineer

The appointment of Claude C. Kirk as air conditioning field engineer has been announced by Harry C. Gurney, sales manager of the Janitrol Heating & Air Conditioning division of Surface Combustion Corp., Columbus, Ohio.

Mr. Kirk will give specialized assistance on air conditioning equipment service and application problems.

Your Best Buy . . . And Here's Why . . .

ONLY CORKEN ANSWERS EVERY NEED FOR BULK
STORAGE AND TRANSFER PUMPING EQUIPMENT
WITH BOTH LIQUID AND VAPOR PUMPS



ACCESSORIES TOO!



CORKEN FLOW INDICATOR

Safe, Compact, Easy to Install, Read at a Glance. Know what's going on in the line so you can adjust for maximum efficiency. Permits flow in either direction. Magnetically operated—no mechanical linkage. For 2", 2½" or 3" lines. Bronze or Steel—Only \$24.00.

Corken offers a correct model and size pump engineered to perform all your transfer jobs. If you specify "Corken" you'll get pumps that exactly fit your operations; there's no undersizing or oversizing. Add to this installation designs, instructions and competent field service, plus the best guarantee in the industry and you can see why every day more and more L P Gas operators are convinced that it PAYS to get all their pumping needs from Corken!

CONTACT YOUR DISTRIBUTOR

CORKEN'S

206 E. GRAND • OKLA. CITY 2
EASTERN OFFICE
935 MADISON AVE. • PLAINFIELD, N. J.



Here's what we mean by *rugged* tank supports

We mean it when we say Scaife FuelPack LPG systems have *rugged* tank supports. Just to demonstrate we had six men try to pry a support loose from a new Scaife EA-500 A with a 2" steel pipe. They couldn't do it. The tank support didn't even bend. And strong tank supports are just one of the added features in Scaife FuelPack systems. Check the whole list. Scaife is the only manufacturer to offer you all these advantages in one system. That's the reason every Scaife system can be backed by a *written* guarantee, and that's the reason Scaife FuelPacks help you cut costs through easy, trouble-free servicing and low maintenance.

- Complete Protection for Valves and Accessories
- Fuel-level Inspection without Unlocking Cover
- Easy-to-Read ASME and Other Data
- Extra Strong Lifting Lugs
- A Lightweight, High-strength Steel Tank
- Fast Truck Delivery from Field or Factory Stocks



**WRITE FOR THIS
HELPFUL BOOKLET
NOW!**

It gives you detailed information on the Scaife line of Fuel-Pack LPG systems.

EVERY FUELPACK CARRIES A WRITTEN GUARANTEE!



SCAIFE COMPANY

SALES OFFICES:

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RIDGEWOOD, N. J.
OAKMONT, PA.

MAKERS OF PRESSURE VESSELS AND DRAWN SHAPES

SCAIFE COMPANY
26 Ann Street, Oakmont (Pittsburgh District) Pa.
Please send me a free copy of your folder, "Scaife Above-Ground Tanks."

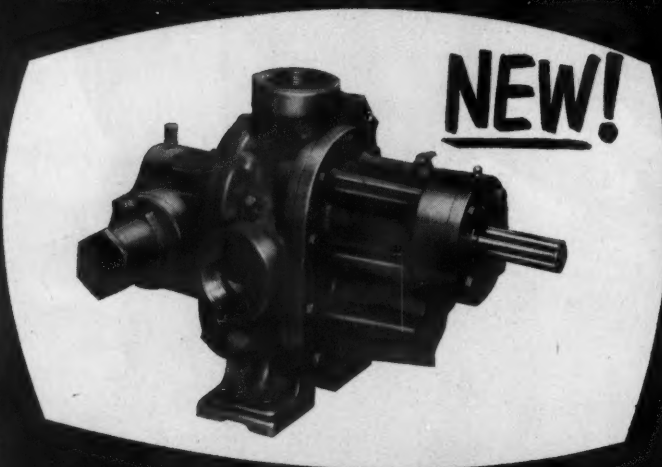
Name

Company

Address

City State

AT LAST... A REALLY *Dependable* L-P GAS TRUCK PUMP



ROPER SERIES 3603 PUMP SPECIALLY DESIGNED FOR L-P GAS SERVICE

The Roper L-P Gas truck pump fulfills the demand of operators who must install a *dependable pump* for this particular service. Extensive research into the many problems of pumping liquefied petroleum gas has gone into the design and engineering of the Roper, and the end result is a *specially-made pump* that licks these problems completely. The pump mounts on side frame or cradle... both hi-and-lo-drive types are available with inlet and outlet ports arranged to suit individual needs. Sizes for 30, 50, and 100 G.P.M. delivery systems—300 to 600 R.P.M.

SEE THIS NEW PUMP AT
BOOTH 80
LPGA TRADE SHOW



GEO. D. ROPER CORPORATION
355 BLACKHAWK PARK AVENUE
ROCKFORD, ILLINOIS

1. Precision Lapped Face Seal — long lived. No adjustment or maintenance required.

2. Hardened Chrome Alloy Gears running in axial hydraulic balance.

3. Four Hi-lead Bronze Flanged Bearings — best arrangement for long service. Easily and economically replaced to return pump to original efficiency.

4. Extra Large Grease Reservoir — reduced maintenance. Infrequent greasing required. All main bearings greased at one application. LPG does not circulate in grease chamber and wash away grease.

5. Induction Hardened and Ground Shafts — drive shaft stainless steel.

6. Ball Bearing on Drive Shaft — heavy duty for carrying drive and thrust loads. Sealed against road dirt and water.

7. Built-in Safety Valve standard. Also available without safety valve.

8. Compact and Rugged Design — easy installation and long trouble-free service.



A. N. Kerr

Arthur N. Kerr, who more than any other individual rates as the father of the liquefied petroleum gas industry, died at his home in Hollywood, Calif., on April 3, as the result of a series of strokes.

Mr. Kerr is credited with having made the first recovery and the first commercial use of butane and propane as by-products of the refining of gasoline in 1910.

The great importance of Mr. Kerr's efforts was spotlighted in January, 1951, when the Liquefied Petroleum Gas Association officially recognized Mr. Kerr's contribution to the industry by the presentation to him of a scroll extolling the part he had played in developing butane-propane gases, and making him an honorary life member of the association.

Mr. Kerr's first discovery of butane and propane were the result of his efforts to prevent the loss of hydrocarbon components in the "weathering" of natural gasoline in the storage tanks of the Riverside Oil Co. of Sistersville, W. Va., of which he was general superintendent. His first experiments resulted in the production of about 200 gal. of condensate.

This resulted in the formation of the American Gasol Co., which did a great deal of pioneer work in the industrial use of LPG. In 1917 Mr. Kerr established the Rockgas Products Co., Pittsburgh, to carry on the same line of work and develop new markets. This was followed, in 1925, by the organization of the Imperial Gas Co. of Long Beach, Calif., with the specific purpose of selling liquefied butane gas to the farmers of the Imperial valley in California. A short time later offices were established in Los Angeles, and this has remained the headquarters of the company and the center of Mr. Kerr's activities. The company has established several retail branches, and has developed a sizeable distribution business wholesaling fuel, appliances and equipment in the West and the Orient.

PREST-O-LITE Trade-Mark CYLINDERS

for LP-Gas

are your best buy

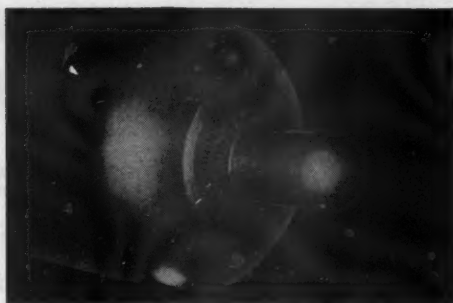
When it comes to LP-Gas cylinders, your wisest, most economical investment is in the PREST-O-LITE Brand. For PREST-O-LITE Cylinders combine unsurpassed quality, low cost, and attractive appearance to satisfy the exact needs of LP-Gas users everywhere.

PREST-O-LITE Cylinders are rugged and sturdy for long, dependable service life. They're lightweight for easier handling at lower expense. Factory testing is in excess of requirements to assure maximum safety and performance. Every PREST-O-LITE Cylinder is deep-drawn to extremely uniform wall thickness. Durable aluminum enamel protects the cylinder finish indefinitely and reduces re-painting costs.

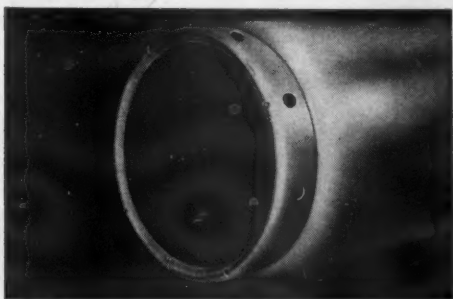
For further information write or 'phone your nearest LINDE Office today. Ask for free booklet F-8187.



The terms "Linde" and "Prest-O-Lite" are registered trademarks of Union Carbide and Carbon Corporation.



Data remains easy to read throughout life of the cylinder. Large characters are deeply cut into an extra thick, wide flange on 60-lb. and 100-lb. capacity cylinders (into valve protecting head ring of 20-lb. and 40-lb. styles).



Superior anti-rust coating protects the cylinder bottom and interior of footing against corrosion—a valuable extra at no additional cost to you!



PREST-O-LITE Cylinders are available in the popular 20-lb., 40-lb., 60-lb. and 100-lb. capacity sizes, with or without valves. Other styles can be made to order.

LINDE AIR PRODUCTS COMPANY

A Division of Union Carbide and Carbon Corporation

30 East 42nd Street  New York 17, N. Y.

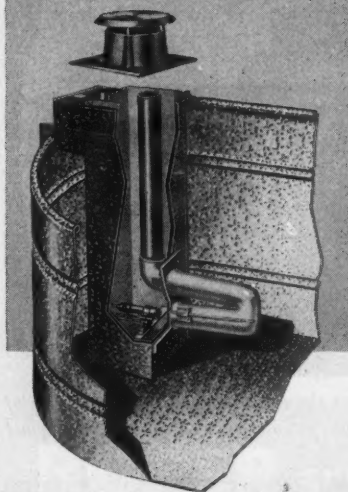
Offices in Other Principal Cities

In Canada: DOMINION OXYGEN COMPANY

Division of Union Carbide Canada Limited, Toronto

Reliable... Popular
Profit-making

JOHNSON WATER WARMER



Automatic stock tank heater

Cattle are more profitable when their winter drinking water is raised to a drinkable 48° temperature. So cattlemen and dairymen are looking to Johnson for efficient, economical and worry-free stock tank heating . . . with good reason.

Simple Installation, Dependable
The Johnson Water Warmer is the last word in LP-gas fired stock tank heaters. It maintains automatic 48° water temperature even in coldest weather, and with utmost efficiency and convenience. Installation is simple on any type steel, wood or concrete tank; requires one tool — a wrench. Operation is simple and dependable — guaranteed condensate control — weather-proof. Quick access to controls makes it easy to inspect.

Enjoy Johnson Profit Features!
Sell the Johnson Water Warmer on its many merits. Profit from many sales, and from average LP-gas sales of 600 lbs. per year per heater. Profit from the good will of satisfied customers.

Write for complete details now!

JOHNSON GAS APPLIANCE CO.

397 E Avenue N.W., Cedar Rapids, Iowa

IF IT BURNS GAS LOOK TO
SINCE 1901 **JOHNSON**

NEWS

News and news notes about the activities of manufacturers, distributors and dealers.

Magnolia To Convert Crude Line To LPG Service

Magnolia Pipe Line Co. will convert a 540-mile, 8- and 10-in. crude line from Midland to Beaumont, Texas, to LPG service by Jan. 1, 1956.

The converted line will take an unfractionated LPG stream from the Magnolia-operated Pegasus Unit gasoline plant in Pegasus field and from El Paso Natural Gas Co.'s Midkiff plant in Spraberry Trend Area field. Other plants may use the line later.

The LPG stream will be piped through an 8-in. line to Corsicana and through a 10-in. line on into Magnolia Petroleum Co.'s refinery at Beaumont. New facilities at the refinery will separate the stream into various LPG products. The butane and propane will be moved through existing lines to the company's underground storage operation at Hull, about 30 miles to the west.

The Hull storage project already is being expanded to take care of the new LPG load from west Texas. Magnolia is drilling a new storage well in the Hull salt dome and will drill more wells before the end of the year to establish a whole system of

storage cavities for the various products.

The conversion of the crude line to LPG service and the expansion of the Hull storage project are portions of a long-range Magnolia program to bring west Texas LPG products to the Gulf Coast for use in heavy industry or for export.

A Magnolia Pipe Line official said the line, which has been carrying about 28,000 bbl of crude oil daily, could possibly handle up to 25,000 bbl of LPG a day. The company, however, is thinking more about 20,000 bbl daily.

New pump stations may be built at Itan and De Leon, Texas. All conversion work, including revamping and building pump stations, will be handled by company personnel.

Conversion work cannot begin in earnest until Magnolia Pipe Line completes an expansion of its Midland-Corsicana crude system.

The program involves laying 12-, 14-, and 16-in. pipe to fill in gaps between loops on this system and will give the company two complete lines of 12-in. and up between the two towns.

Capacity of the 8- and 10-in. line will be needed until the work is finished in early fall.



Anco Manufacturing & Supply Co. has moved from its location on E. Archer St. in Tulsa to the Flint Steel Corp. site at 21st St. and So. Union Ave., according to a recent announcement by W. M. Wattman, vice president of Anco. The move provides the firm with greatly increased office, warehouse and shipping facilities to serve the LPG and anhydrous ammonia industries.



Examining the newly-designed burners on one of the 1955 Caloric gas ranges are, (from left) Robert G. Stillman, Caloric divisional manager for New England; Earl H. Eacker, president of Boston Consolidated Gas Co.; and Charles W. Merriam Jr., Caloric divisional manager for metropolitan Boston. The occasion is the first Boston showing of the new range line held recently at the Sheraton-Plaza hotel.

Superior Propane Ltd. Purchases LPG Business

Superior Propane Ltd., Toronto, Ontario, has purchased the business formerly operated in Kingston under the names Hibbards Appliances and Frontenac Blue Flame. The company has also purchased from National Propane Ltd., Owen Sound, 350 customers located in the counties of Simcoe, Dufferin, Grey, and Bruce.

With the purchase of Hibbards and Frontenac, Superior Propane has acquired almost 1000 customers, bringing the total of new customers to 1350, and the total number of customers to 20,000.

The new branch will be operated from the former Hibbards Appliances premises in Kingston. The Superior fleet has been increased by three trucks, including a tank truck. Eight former Hibbards employees have been retained by Superior Propane and the branch will be under the management of Cal Gould, who was assistant manager under the previous ownership.

Superior Propane Ltd. will continue to cooperate with the Kingston Public Utilities in installing equipment and supplying gas to customers now situated in Kingston but not, as yet, serviced by their gas mains.

A new bulk plant having a propane storage capacity of nearly 30,000 gal. will be located in the Walserton or Durham area within the next few months to service the northwestern part of southern Ontario, where Owen Sound is located.

Our 50th Anniversary Year

MARTIN STAMPING & STOVE CO.



A million gas heaters will be sold this year...get your share!

STOCK THE COMPLETE

Martin

Gas Heater Line

A STYLE AND PRICE FOR EVERY NEED

8 Fully Vented Heaters

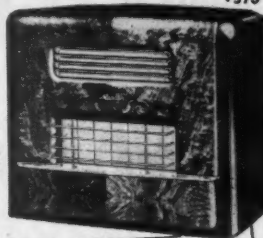
15,000 BTU to 85,000 BTU

23 Unvented Heaters

10,000 BTU to 50,000 BTU

All AGA approved for natural, liquefied and manufactured gases

• Manufactured by
MARTIN STAMPING & STOVE CO.
Huntsville, Ala.



1st in The Heat Parade

WHY FOOL YOUR CUSTOMERS— or Yourself?



VENTING TANKS WHILE FILLING COSTS A MINIMUM OF 4% OF FUEL TRANSFERRED!



Sell the KRUG HAND PUMP . . .

to the small volume user of LP Gas. He can't afford to waste any money. Help him save a minimum of 4% of his fuel by using a KRUG Hand Pump—the proven and practical system of transferring LP Gas for tractor, small scale bottle and tank filling. There's a ready demand for this safety engineered pump. Your customer will benefit from its low cost and ease of operation. You will benefit by supplying this ready market.

For the Man Who Needs

a Power Pump—

recommend the KRUG VAPOR PUMP. Available with either electric motor or gasoline engine. Completely portable and safe. Operates on same proven principle of tank car unloading. Find out about the Low Cost answer for liquid transfer of LP Gas by the Vapor System. Ask your supply house or write for complete information to:

D. H. KRUG COMPANY
BOX BP55 MADISON, SOUTH DAKOTA



RADIANT HEATERS

Beautiful styling with fine heating qualities. A solidly built unvented cabinet circulator. Smooth burner operation. Four sizes.

Write for Your Catalog

ADAMS BROS. MFG. CO., INC.

Established 1898
1500 NORTH AVE., W. PITTSBURGH 33, PA.

How to keep
1400
accounts
happy...
with one
service
man...



The
Answer:



**RCA
2-WAY
RADIO**

Want to get extra service out of your present road equipment? Then, follow the lead of Ed McKeon, LP-Gas dealer of Kennebunk, Maine.

His problem was to service old and new business—totaling upwards of 1400 active accounts—with just one truck and service man. He shied at the expense of adding another truck and driver. So he installed an RCA 2-Way Radio and saved the difference!

With an RCA Fleetfone Radio at headquarters and a mobile radio in

the truck, the dealer is in constant touch with his service man. It used to take about 10 hours to cover work that now takes eight. And, at something like four cents a minute, that represents almost \$5.00 a day saved.

You'll be years ahead, save hours, miles and dollars when you equip your trucks with RCA world-famous 2-Way Radio. Precision manufacturing and high quality components assure top performance in all climates, whether desert heat or arctic cold. A tough 16-gauge steel case houses the compact transmitter-receiver, assuring positive protection under all road hazards. Operation cost is low.

Fill all your needs for both mobile and fixed stations with RCA 2-Way Radio Equipment. You can count on the RCA Service Company for installation and service facilities.

For the Best in 2-Way, Say "RCA"



RADIO CORPORATION of AMERICA

COMMUNICATIONS EQUIPMENT • CAMDEN, N. J.

—USE THIS HANDY COUPON FOR LITERATURE—

Radio Corporation of America, Dept. R-204, Building 15-1, Camden, N. J.

In Canada: RCA VICTOR Company Limited, Montreal

☐ Please send free literature

☐ Have Communications Specialist call

NAME _____

TITLE _____

COMPANY _____

ADDRESS _____

CITY _____

ZONE _____

STATE _____

Norge First Quarter Sales Up 252% Over Last Year

Sales of Norge appliances during the first quarter of 1955 soared to 252% of the corresponding 1954 period, according to Judson S. Sayre, president of Norge, a subsidiary of Borg-Warner Corp., Chicago.

"February and March sales almost matched the monthly pace set during the record \$15.1 million January month," he announced.

"Automatic clothes dryers, at 405% of last year, were the leader. Unit sales of automatic washers nearly tripled and those of refrigerators more than doubled. Ranges and conventional washers showed increases ranging from 200 to 250% of the 1954 totals. Home freezer and water heater shipments also were up considerably."

Sales Policy Subject Of Pyrofax Gas Meeting

A strong drive for all types of L. P. gas business, both bottled and bulk, highlighted Pyrofax Gas Corp.'s 27th annual sales meeting for distributors, held recently in Boston, Baltimore, New York, Detroit, Cincinnati, Chicago, Minneapolis, and Jacksonville.

Major changes in sales policy, together with an expanded advertising and sales promotion program, were announced by F. W. Frost, vice president, and other company officials.

Mr. Frost told the 2100 members of distributor organizations attending these meetings that the company expected the current year to be the best it has yet had and outlined a sales goal for 1955 of double the previous year's volume of new customers. He



John A. Ackley, sales manager of Pyrofax Gas Corp., explains the company's new policy on bulk deliveries at a meeting of 400 members of distributor organizations from the North Atlantic and Allegheny divisions at the Hotel Statler in New York. He and other officials of the company addressed distributors at eight regional meetings in February and March.

and other officials announced several important new company policies to help enable distributors to reach this goal.

"First, a program to expand sales to industrial users with every possible assistance from the company. . . . Secondly, a liberalized plan to permit many distributors to add a bulk operation with a much smaller capital investment than was previously needed. . . . Thirdly, an appliance policy bringing distributors a completely new line of ranges bearing the 'Pyrofax' gas name and built especially to 'Pyrofax' standards."

Helping Pyrofax carry out its policies will be two new cylinder filling plants, one located at Fort Myers, Fla., and the other at St. Ignace, Mich. With the addition of the two filling plants, the company now has 56 plants which cover the eastern half of the country.

Kenneth L. Helper is superintendent of the plant at Fort Myers. He was formerly superintendent at the E. Grand Forks, Minn., plant of Pyrofax. Elmer E. Gangelhoff, formerly at the E. Grand Forks plant, is superintendent of the plant at St. Ignace.

Van Horn Butane Service Acquires LPG Businesses

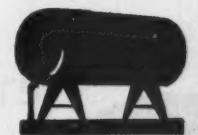
Van Horn Butane Service, Fresno, Calif., acquired, through purchase, the L. P. gas operations of Sasia & Wallace Inc. in Bakersfield, Calif. The sales area of this firm covered all of Kern county and extended to points in the desert area out to the Nevada border.

The L. P. gas businesses carried on by Farmers' Butane Service, Farmers' Butane Appliance Sales, Farmers' Thermotane Service Inc. and Tracy Thermotane Service were also purchased by Van Horn. These companies operated plants in Modesto, Delhi, Tracy, Oakdale, and Dos Palos.

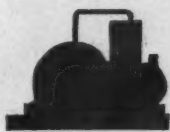
1954 a Record Year For Suburban Propane Gas Corp.

Total revenue and net income of Suburban Propane Gas Corp., Whippany, N. J., and subsidiaries for the year 1954 reached another new high in the company's history, according to Mark Anton, president.

Mr. Anton stated that the total revenue for 1954 aggregated \$33,776,125, an increase of 17% over the \$28,848,928 reported for 1953. Net income after charges and taxes and before amortization of contracts was \$2,415,440 as compared with \$2,076,475 for 1953, an increase of 16%.



STORAGE TANKS



PUMP ROOM



FILLING ROOMS

2.4 PARTS PROPANE
+ 100 PARTS AIR
+ 1 ELECTRICAL SPARK =

EXPLOSION

IN ANY OF THESE LOCATIONS!

Explosive concentrations of propane or butane gas often occur, even in the most modern and leakproof of bulk storage plants.

The National Electrical Code has defined certain plant areas as hazardous, where the use of explosion-proof electrical apparatus and wiring is mandatory for safe performance.

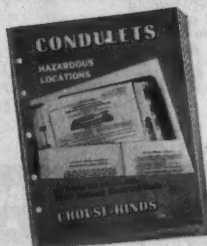
You must have electrical equipment in any case. Explosion-proof equipment will cost you more — *but very little more* when considered against your total capital investment . . . workers lives . . . and the cost of insurance on non-explosion-protected property. Why not specify Crouse-Hinds explosion-proof Condulets and electrical equipment . . . and be sure!

FREE! Crouse-Hinds has prepared an 82-page booklet containing Articles 500 and 510 of the 1953 National Electrical Code . . . explosive characteristics of various vapors, gases and dusts used in business and industry . . . pictures and installation diagrams of Crouse-Hinds explosion-proof Condulets and electrical equipment for hazardous locations.

Send for this valuable reference today . . . just mail the coupon below. Crouse-Hinds Company, Syracuse 1, N. Y. Sales offices in principal industrial centers.



CROUSE-HINDS COMPANY



Crouse-Hinds Company
Dept. BPN, Syracuse 1, N. Y.

Please send free booklet on electrical equipment for hazardous locations (Bull. 2655).

Name

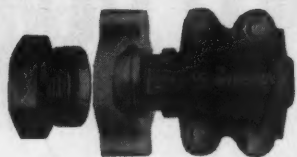
Title

Firm Name

Address

City Zone State

*Built to Make Your
Hose Connections
Extra Safe!*



"G J-BOSS" STYLE X-34 GROUND JOINT FEMALE COUPLINGS

You can always be sure of the *safety* of any L-P Gas hose connections when these strong, durable, high-pressure couplings are used. Furnished with powerful-grip "Boss" Offset and Interlocking Clamps. All parts steel or malleable iron, completely rustproofed. Sizes $\frac{1}{4}$ " to 6". Also available in washer type, and with companion "Boss" Male Couplings.

Stocked by Manufacturers and Distributors of Industrial Rubber Products.

DIXON *Valve & Coupling Co.*

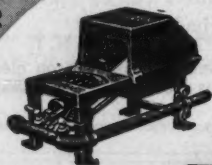
GENERAL OFFICES & FACTORY—PHILADELPHIA 22, PA. BRANCHES—CHICAGO
BIRMINGHAM • LOS ANGELES • HOUSTON • DIXON VALVE & COUPLING CO. LTD. TORONTO
ASSOCIATE COMPANIES—BUCK IRON COMPANY, INC. QUARRYVILLE, PA. • PRECISION DRAWN STEEL COMPANY, CAMDEN, N.J.

BUZZER

Reg. U. S. Pat. Off.

**NO BLOWER OR
OTHER POWER
NEEDED**

**JUST CONNECT
TO GAS
SUPPLY**



Soldering Furnace

BUZZER Equipment, a buy-word since 1911, provides the hottest and quickest heating... without blower or power. Wide range of turn down and heat control. You can depend on a BUZZER.

Send for
complete
BUZZER
Catalog

CHARLES A. HONES, Inc.

126 SO. GRAND AVE., BALDWIN, L. I., N. Y.
BURNERS • FURNACES (Heat Treating, Melting, Soldering)

Mfrs. since 1911

Per share earnings for 1954 were \$1.82 versus \$1.73 for the previous year, based on the average number of common shares outstanding in each period. During the year, the average number of common shares increased 10% over the previous year due to the sale of 100,000 shares to the public and conversion of preferred shares.

Net income before Federal taxes amounted to \$4,277,500 in 1954, against \$3,769,270 the year before, an increase of 13.4%. Dividends paid on the common stock amounted to \$1.20 per share in 1954 and 1953.

Mr. Anton pointed out that with gas sales in 1954 of about 100 million gal., and with over 420,000 customers, the corporation still continues to be the largest independent distributor in the country.

Heatflame Inc. Purchases Nansemond Gas Corp.

Heatflame Inc., a subsidiary of the Bottled Gas Corp. of Virginia, has purchased the Nansemond Gas Corp. of Suffolk, Va. Heatflame purchased the capital stock and equipment of the Suffolk firm and will service Nansemond's more than 2000 customers throughout the area.

Officers of the new corporation are E. Otto N. Williams, president; Robert E. Leitch, vice president; and Charles Evans, secretary-treasurer. Mr. Williams is president of Bottled Gas Corp. and Messrs. Leitch and Evans serve in similar capacities for Bottled Gas in Richmond.

The purchase of the Nansemond Gas Corp. expands the position of the Bottled Gas Corp. in the state of Virginia, and adds a sixth office to its facilities. All equipment and facilities of the Bottled Gas Corp. will be available to the Suffolk operation.

Increased Publicity Plans Approved At Council Meet

Plans to step up sharply the publicity phase of the national L. P. gas promotion program were approved at a series of meetings held recently in Miami.

The executive, copy, public relations and advisory committees of the National Council for LP-Gas Promotion convened separately and jointly at the Biscayne Terrace hotel and wound up their sessions with a luncheon with members of the Gas Institute of Greater Miami.

To implement the expanded public relations activity, the LP-Gas Information Service was authorized to add a new member to its staff. Launching of a quarterly informational bul-

"...we turned
on the
extra heaters
and the whole
darned system
froze up!"



**Solve those emergencies before they happen with a
MITCHELL VAPORIZER on every important installation.**

**LET MITCHELL HELP YOU
BUILD A REPUTATION
FOR DEPENDABILITY
WITH**

1. A steady supply of gas
2. Uniform pressure
3. Constant heating value
4. No freeze-ups

**Minimum Size Storage
Required**

MITCHELL Vaporizers eliminate the need for oversize storage tanks to meet temporary overload demands... hence make possible more compact systems. They are designed for use with all heating, drying or stand-by applications requiring from two to several hundred gallons per hour. (For the larger demands, MITCHELL Vaporizers may be manifolded together.)

Automatic Selective Control

MITCHELL Patented "Automatic Selective Control" automatically controls the rate of gas evaporation in storage tank to equal the rate of usage. It permits vaporizer to supply either generated gas, or storage gas... or both at the same time. Simple, positive safety devices (providing overflow and pilot burner shut-off protection) make MITCHELL units safe and reliable.

Simple Installation

Installation of MITCHELL Vaporizers is simple and easy; and once properly installed, they will give years of constant, trouble-free gas service. All MITCHELL units have been tested and listed under Underwriters' Laboratories' requirements.



Listed by
Underwriters'
Laboratories

SPECIFICATIONS

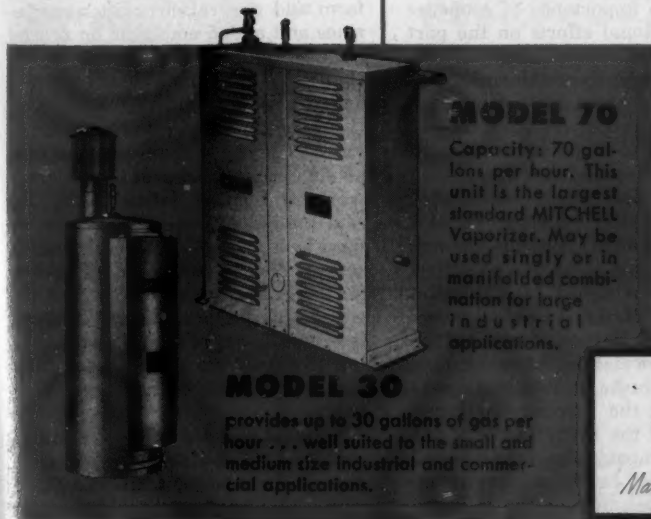
Model No.	Ht. (in.)	Dia. or Width (in.)	Depth (in.)	Shgt. Wt. (lbs.)	Rated Input (Btu./hr.)	Wkg. Pres. (psi.)	Pilot Burner (Btu./hr.)	Rated Cap. (gals./hr.)
30	39 1/2	13 1/4	—	125	30,000	250	1100	30.0
70	39	32	10	440	75,000	250	1100	70.0

Contact your nearest distributor or write direct to:

JOHN E. MITCHELL COMPANY

3800 COMMERCE STREET • DALLAS, TEXAS

Manufacturers of Fine Machinery for More Than Half a Century



MODEL 70

Capacity: 70 gallons per hour. This unit is the largest standard MITCHELL Vaporizer. May be used singly or in manifolded combination for large industrial applications.

MODEL 30

provides up to 30 gallons of gas per hour... well suited to the small and medium size industrial and commercial applications.

**Unsurpassed
for "L.P. Gas"
STRATOFLEX
"235"
Flexible Hose**

Developed by Stratoflex especially for conducting Butane, Propane, and ANHYDROUS AMMONIA. Seamless synthetic rubber inner tube, reinforced with fabric braid and wire braid. Abrasion resistant synthetic rubber outer cover. Order from your dealer or write for FREE catalog.

★ **Hose Assemblies**
★ **Re-usable Hose Fittings**

Dealers' Inquiries Invited

STRATOFLEX
STRATOFLEX, FORT WORTH, TEXAS
P. O. Box 10398

General Offices—P. O. Box 10398
Fort Worth, Texas

Branch Plants—Los Angeles and Toronto
Sales Offices—Atlanta, Chicago, Dayton,
Houston, Kansas City, Los Angeles, Portland,
New York, Toronto, Tulsa



letin to be known as the *LP-Gas Promotion News* was also approved. This publication, which will go to members and non-members, will contain late news about the promotional program, helpful hints for dealers to facilitate their tie-in with the national effort, and public relations notes.

Taking a prominent part in the joint sessions were James E. Pew, Sun Oil Co., Philadelphia, council president; William R. Lund, Warren Petroleum Corp., Tulsa, chairman of the copy committee; E. Carl Sorby, vice president, Geo. D. Roper Corp., Rockford, Ill., chairman of the public relations committee; Lee A. Brand, Empire Stove Co., Belleville, Ill., chairman of the advisory committee; and Kenneth R. D. Wolfe, Fisher Governor Co., Marshalltown, Iowa, chairman of the executive committee.

After taking part in these joint sessions, Kenneth Wolfe delivered a speech before the Midwest Gas Association in St. Paul, Minn., in which he told convention goers of changes in the National Council program, and stressed the importance of cooperative promotional efforts on the part of L. P. gas marketers, city gas utilities, and gas pipeline companies. Mr. Wolfe stated that the objective of these three groups was the same—to extend the use of gas by the American housewife—and that they should cooperate to fight their common enemy, the electrical industry. He also explained what the National Council is doing to bring about this objective.

Following a report by Chairman Sorby at the National Council meeting, Robert E. Borden, director of the LP-Gas Information Service, and George J. Schulte Jr., assistant director, showed the promotional group examples of the many facets of the publicity campaign the news disseminating agency has been carrying on since the inception of the industry

Members of Gas Institute of Greater Miami are briefed by leaders of National Council for LP-Gas Promotion on scope of publicity program carried on by LP-Gas Information Service. Shown is part of a display which was a feature at a recent joint luncheon at the Biscayne hotel, Miami, attended by representatives of the national and local groups. Left to right: James E. Pew, council president; C. R. Vetter, institute president; Kenneth R. D. Wolfe, chairman of council executive committee; Sam Coolik, Public Gas Co.; and E. Carl Sorby, chairman of council public relations committee.

program. They highlighted their talks with slides of typical magazine and newspaper clippings, and transcriptions of radio and television interviews.

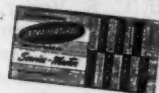
Mr. Borden submitted for committee approval a 1955 "publicity package." It included plans for more frequent mat releases to rural and small town newspapers, periodic releases to radio and TV newscasters and homemaker programs, picture-story releases to the building and real estate pages of metropolitan dailies, stepped-up publicity in women's, farm and general circulation magazines and added emphasis on reaching such "influential groups" as county agents, home demonstration agents and 4-H leaders.

As spokesman for the copy committee, Chairman Lund reported that all advertising phases of the program were proceeding satisfactorily. He said a new consumer booklet, to be used as a mailer by the information service and to be offered to dealers for local imprinting and distribution, will be off the press soon. Twenty-four and 16-page versions of the selling tool will be provided for bulk and bottled gas operators, respectively.

National and regional promotional problems of mutual interest were discussed at the joint luncheon held with the Gas Institute of Greater

The EXTRA FEATURES you get in
Service-Master
make it your best service body buy

Send for this **FREE BOOKLET**
describing all the extra features
you get in Service-Master.



Compare Service-Master...
feature by feature... with
any other make. See why
Service-Master is the first
choice of servicemen in
all parts of the country.

Available in 1/2, 3/4, 1, and
1 1/2 ton sizes.



"FREEZE-FREE" HINGES
Bronze bushings are
provided in door hinges
to positively prevent
binding.

CONCEALED FENDERS

Dirt, sludge, and water—
thrown by the tires—can't
reach compartment walls.



"NO-BOUNCE" BINS

The hinged cover keeps parts in
the bins, and provides an extra
storage shelf.

"PUDDLE-PROOF" CARGO AREA

A full-width floor drain is built
into the head panel.

Service-Master's competent look
helps sell your service... re-
flects your discriminating taste.



"HIGH-LOW" FLOOR

Provides added strength
—easier handling of
heavy loads.

MCCABE-POWERS AUTO BODY CO.

POWERS

5900 NO. BROADWAY • ST. LOUIS 15, MO.

Send me the Service-Master "EXTRA FEATURES" booklet...
and have nearest distributor furnish me local delivered prices.

Name

Company

Address

City Zone State **3C**

BUILT TO OUTLAST SEVERAL CHASSIS



THE *Key* TO
INCREASED LPG SALES
holly
NarrowWall

Yes, a HOLLY can be your easiest
entry into a new customer's home because heat-
ing equipment is a most logical use for LPG. A
HOLLY NarrowWall can be your key to increased
LPG sales.

NarrowWall is easily installed, factory-tested and
fully guaranteed for service-free LPG operation.

**AGA
APPROVED**

from floor to
ceiling under
American Standards
for Central Heating
Gas Appliances



HOLLY MANUFACTURING CO.
917 S. Arroyo Parkway, Pasadena 2, Calif.
Please send me facts on NarrowWall with LPG.

Name

Address

City State

* The exclusive Second-
ary Heat Exchanger gives
your customers added heat-
ing comfort.



Miami, and at a roundtable conference which followed. Speakers included Messrs. Pew and Wolfe for the council; C. R. Vetter, Southeastern Natural Gas Corp., president of the institute; L. R. Chandler, Gas-Oil Products Inc., chairman of its advertising committee; Sam Coolik, Public Gas Co.; J. A. Garfield, Miami Bottled Gas Co.; J. E. Fussell, institute director; Peter Peterson, vice president, McCann-Erickson; William Bell, account executive, McCann-Erickson; and H. V. Swenson, vice president, Cramer-Krasselt Co.

A display of institute advertising

and an exhibit of LP-Gas Information Service publicity were luncheon features.

Gas Venting Schools Held Throughout Kansas

Eight gas venting schools, sponsored by the Kansas LP-Gas Association, were held throughout Kansas during April. One school was held in each of eight districts.

Locations for the schools were Topeka, Parsons, Salina, Wichita, Hays, Oakley, Sublette, and Greensburg. Three of the meetings included dinner.

Honeywell Sales, Earnings Set New Records For 1954

Minneapolis-Honeywell Regulator Co.'s business in 1954 was "the best in the company's history," with both sales and earnings exceeding those of any previous year, the annual report to stockholders disclosed.

The 70-year-old firm, a large manufacturer of automatic controls, had a record net income of \$15,345,203, equal to \$4.84 a share on 3,172,953 shares of common stock outstanding. This compared with 1953 net earnings of \$10,329,825, or \$3.31 a share on 3,119,353 common shares outstanding.

Sales in 1954 rose to \$229,401,837, an increase of \$15,383,012 over the 1953 total of \$214,018,825.

The company spent \$8,677,400 during the year for expanded operations and improvements, including two acquisitions.

Bottled Gas Announces Three Personnel Changes

G. P. Watkins Black, assistant manager of the Bottled Gas Corp. of Virginia, has been made manager of the Fredericksburg branch.

He will succeed Robert E. Leitch, who has been promoted to vice president in charge of sales at the Richmond headquarters of the company.

Richmond Gray, vice president, resigned his position on April 1. Mr. Gray, who has served the corporation since its beginning in 1941, will continue as a member of the board of directors.

Chrysler Airtemp Places Consumer Education Ad

One of the largest consumer ads sponsored by an air conditioning manufacturer was placed by Chrysler Airtemp in the April issue of *Coronet* magazine.

The ad covered an eight-page special air conditioning section of the issue. A feature of Airtemp's new-type advertisement was the fact that six of its eight pages were devoted to consumer education rather than to selling qualities of the Airtemp line of heating and air conditioning equipment.

"We felt," comments an Airtemp spokesman, "that a large amount of the American public was not yet fully aware of or entirely familiar with the many contributions that modern air conditioning is making to more healthful, more comfortable living. Therefore, rather than concentrating on direct product selling, we devoted the major portion of our *Coronet* section to illustrating and explaining in

Mutual

YOUR FIRST CHOICE

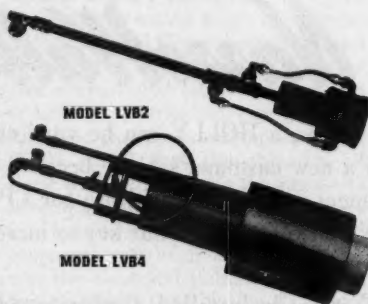
butane-propane liquid vaporizer burners



Look at
these sales and profit
possibilities!

- KILNS
- DRIERS
- ROAD OIL EQUIPMENT
- MELTING COMPOUNDS
- DEHYDRATION
- EVAPORATORS
- WEED BURNERS

MODEL LV86



MODEL LV82

MODEL LV84

Mutual burners are "fast movers" and good load builders, too. They are adaptable to dozens of medium and heavy duty industrial uses. Mutual design and construction make selling easy. These simple, foolproof Butane-Propane burners are self generating and utilize liquid direct from the tank. A needle valve adjustment instantly controls the flow of gas for best combustion mixtures. All Mutual Liquid Vaporizer Burners are compact, rugged working-tools with no moving parts. Mutual quality—known throughout the industry—assures top performance in the field, as repeat sales prove. Write for catalog and prices.

Mutual

MUTUAL LIQUID GAS EQUIPMENT CO., INC.
17129 SOUTH BROADWAY, GARDENA, CALIF.

	MODEL		
	LV82	LV84	LV86
Rated Consumption	3 gal./hr.	10 gal./hr.	45 gal./hr.
Rated Capacity	280,000 BTU/hr.	700,000 BTU/hr.	3,500,000 BTU/hr.
Size of burner head (I.D.)	2"	3"	6"
Overall length	25"	24"	36"
Weight	7#	30#	65#
Approximate shipping weight	8#	50#	80#



HOW TO SELECT THE RIGHT PUMP

FOR *Your* BULK PLANT SERVICE

The size of pump to select for your bulk plant will depend upon the amount of pumping to be done, the types of services to be handled, and the importance of speed in transferring. It is also necessary to consider the limitation to be placed on expenditures, as installation and operating costs are much higher for large pumps than for smaller models.

For small bulk plants, the 35 GPM Model MC-1044H pump is a good choice. When properly installed, it will transfer into storage and load delivery trucks at about 2000 gallons per hour. It will fill up to 4 cylinders on a manifold in from 3 to 5 minutes.

For the average bulk plant, the 50 GPM Model MC-2 pump will transfer into storage and load delivery trucks at about 3000 gallons per hour. It will fill up to 6 cylinders on a manifold in from 3 to 5 minutes.

Where very fast transfer into storage is required, and sufficient output to load two delivery trucks at the same time is desired, the 100 GPM Model MC-3 should be specified. When properly installed with 3" piping and valves, this pump will deliver about 6000 gallons per hour. The MC-3 has too large an output to be economical in cylinder filling service unless about 12 cylinders are filled simultaneously on a manifold.

Smith Precision Pumps cover a range of capacities from 4 to 150 GPM. There are six sizes of pumps for direct connection to electric motor drive at 1800 RPM, and four sizes for truck mounting, to be operated at the lower speeds of 500 or 900 RPM. Write to us for further details, and for installation suggestions.

SMITH

PRECISION PRODUCTS COMPANY

Telephone PYramid 1-2293 or PYramid 1-2691

1135 MISSION STREET, SOUTH PASADENA, CALIFORNIA

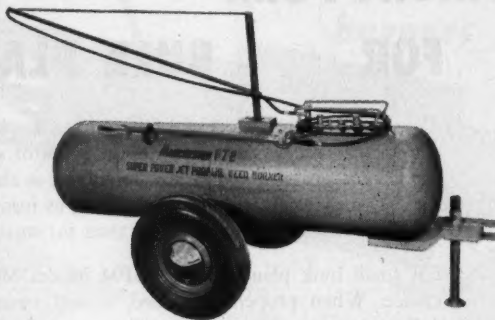
LPG FLAMING EQUIPMENT MAKES HOT NEWS

AND PROFITS



Power-Jet Hand Burner

LPG flaming for pest and weed control has been very much in the news lately and Manchester flaming equipment along with it. For years, Manchester has been actively cooperating both in the scientific study of flaming methods and the development of practical equipment, from hand burners to large special machines for ditch burning or field burning. Practically every farmer can make profitable use of a hand type burner for weed and pest control in irrigation ditches, on fence rows, road ways, for burning brush, pre-heating, thawing frozen pipes, disinfecting roosts and droppings, and you name 'em. There are a lot of man and money saving features on Manchester Power-Jet burners, like the lightness and balance of the torch for single handed operation. The unit has a constant pilot and through a trigger control the flame is shot only when needed, for greatest fuel economy.



Model #172 Super Power-Jet Unit

Send for catalog information, prices and dealer discount schedule. Ask also for reprints of an interesting editorial on flaming, which appeared in Butane-Propane News.



MANCHESTER Newmark 1-9357 or Nevada 6-2839

Welding & Fabricating Co.

2880 NORTON AVENUE, LYNNWOOD, CALIFORNIA

BUZZER
Reg. U. S. Pat. Off.

**NO BLOWER OR
OTHER POWER
NEEDED**

JUST CONNECT
TO GAS
SUPPLY

INDUSTRIAL GAS EQUIPMENT

BUZZER Equipment, a buy-word since 1911, provides the hottest and quickest heating . . . without blower or power. Wide range of turn down and heat control. You can depend on a BUZZER.

Send for
complete
BUZZER
Catalog





CHARLES A. HONES, Inc.
126 50. GRAND AVE., BALDWIN, L. I., N. Y.
BURNERS - FURNACES (Heat Treating, Melting, Soldering)

Mfrs. since 1911

layman's terminology exactly what the term air conditioning really means today. This educational approach, we believed, would appeal to and capture the interest of the majority of the magazine's 10 million readers. Acquainting millions of additional homeowners and parents with the many advantages of air conditioning should benefit the entire industry as well as Chrysler Airtemp."

Heierman Advertises When LPG-Equipped Train Comes

Heierman & James Propane Gas Service Co. in Redmond, Ore., recently took advantage of the arrival of the Union Pacific's agricultural improvement car, completely equipped with LPG, to run a good sized ad in the local paper.

The ad told about the versatility of L. P. gas and where to buy it. The agricultural improvement car was a good illustration for the Heierman & James ad, as it used LPG for heating, refrigeration, cooking, and to operate a generator which supplied electricity for a tape recorder, radio, and other small appliances.

Norman Products Releases Local Promotion Package

Norman Products Co., Columbus, Ohio, has released a new local advertising promotion package for all Norman heating dealers.

Featured in the package is a complete set of Norman mats designed for use by dealers in local newspaper advertising.

Mats have been reprinted in their actual size on looseleaf sheets, which have been stapled together forming a handy folder. The first three sheets of this looseleaf folder describe some

Don't
give **FIRE**
a place to start



CLEAN-UP

FOR TRANSPORTATION OF L. P. G. & NH₃



Up

GOES PAYLOAD

down

GOES WEIGHT

with New

AMPSTEEL

FRAMELESS TRAILER TRANSPORT TANKS

AMPSTEEL
LEADS with...

NEW DESIGNS • FASTER LOADING • LIGHTER WEIGHT
NEW EFFICIENCY AND SAFETY

These new AMPSTEEL frameless trailer transport tanks have been designed to give operators larger payloads at the same operating costs as before, and still meet all State and Federal requirements.

Greater payloads are achieved by the use of new, lightweight, high-tensile steel. Each tank is stress-relieved, X-rayed, sand-blasted and primed before delivery. These operations assure reduced maintenance and greater safety.

AMPSTEEL manufactures all styles and sizes of truck, trailer, and transport tanks for NH₃ and L.P.G. These tanks are tailor-made to meet specific needs of the operator.



New lightweight, frameless trailer transport tank. Now being delivered to L.P.G. Transportation Company, Long Beach, California. 300 gallons greater capacity.



AMERICAN PIPE AND STEEL CORPORATION
2201 WEST COMMONWEALTH AVENUE
ALHAMBRA, CALIFORNIA



AMPSTEEL delivery truck tank. Manufactured to any specifications. Engineered to give maximum payloads, minimum maintenance. Recessed fittings for safety, designed for faster loading and discharge.

For L. P. Gas Storage



LEADING FIRMS PICK NELSON

There are over 250 SYSTEM NELSON bulk plants for the storage of LP Gas and Anhydrous Ammonia located in 25 states. Leading bulk plant operators have found that it pays to deal with an organization that has the experience, equipment and engineering skill necessary to do a complete, top quality job. Take advantage of this extra value and service on your next storage problem. Contact us for a meeting with an experienced sales engineer.



EDWARD S. NELSON, Ltd.

Dept. L-1

Clarksdale, Mississippi

THE LEADING NAME IN THE BULK STORAGE FIELD!

10 DAY TRIAL OFFER

Try the Martin Tube Bender on the job for 10 days. If you are not satisfied with its performance, return it to us and we will not bill you.

If you decide its the best bender you ever used and keep it longer than 10 days, we will bill you the regular price of \$19.50 plus postage and insurance charges.



**BEND TUBING
EVENLY in
close quarters
with little effort**

Dimensions: $9\frac{1}{2} \times 3\frac{1}{2} \times 3\frac{1}{2}$ — weight $4\frac{1}{2}$ lbs. Two sizes handle all jobs: #5 bends $\frac{3}{8}$ " and $\frac{1}{2}$ " o.d. soft tubing, #5A bends $\frac{1}{2}$ " and $\frac{3}{8}$ " o.d. soft tubing. Each without roll changes!

All bends are on $1\frac{3}{4}$ " radius and are practically distortionless. Gear arrangement operated by ratchet lever

rolls the bend in the tube easily, makes bends in either direction by turning tool over and operating from other side. Sturdy — compact.

Write today for details on our free trial offer.

W. H. MARTIN Tube Benders

Box 692, Owensboro, Kentucky

SOURCE OF SUPPLY



**for PARTS and
SPECIAL TOOLS for
the GAS INDUSTRY**

APPLIANCE SERVICING EQUIPT.



- Drills & Drill Sets
- Midget Hacksaws
- Ratchet & Socket Sets
- Testing Thermometers
- Dixon Reamers
- Dies & Die Holders

CONVERSION PARTS



- Spuds & Orifices
- Orifice Assortments
- Special Fittings

CYLINDER & APPLIANCE HANDLING EQUIPMENT

- M&W Cylinder Trucks • Yeats Appliance Dolly • Appliance Covers & Pads

Write for Complete Catalog



346 E. Walnut Lane, Philadelphia 44, Penna.
Servicing Gas Industries For Over 40 Years

of the details that are helpful in setting up a local advertising program—how to order space, and how to plan a long range, consistent newspaper advertising program.

The package also includes a copy of each piece of Norman product literature. As new literature is made available, dealers will receive an advance copy to add to this promotion package.

Norman's promotion package has been released to the field simultaneously with an announcement of a new local cost-sharing plan, which increases the advertising allowance available to every Norman heating dealer. Details of this new cost-sharing plan are contained on a special bulletin in the promotion package.

Eclipse Fuel Acquires Mettler Co. Assets

Eclipse Fuel Engineering Co. of Rockford, Ill., has acquired the assets of Mettler Co., Los Angeles manufacturer of commercial and industrial gas and oil burners. The assets, representing a total investment exceeding \$250,000, included both plant and equipment.

Mettler will be operated under its name as a division of Eclipse Fuel, a gas and oil burner and combustion controls manufacturer.

Dealer Training Program Underway At Coleman Co.

An intensive year of dealer training is underway at the Coleman Co. institute in Wichita, Kan. The "Homecoming" schools are aimed at building an expert dealer force.

Sheldon Coleman, president of Coleman, says, "The program has been so successful that it will be continued indefinitely as a permanent part of our relationship with dealers. It's the only feasible way of keeping abreast with the rapid technical advancement in the heating and air conditioning business."

The first weekly Homecoming school was held in March for dealers from Florida, Louisiana, and Texas. The last school will be held in June for dealers from Pennsylvania. Altogether, dealers from all 48 states and the District of Columbia will attend sessions this year.

Dealers at the earlier schools generally have been from warmer states, and air conditioning has been emphasized. Dealers from the North who come to Wichita have the option of specializing in heating or air conditioning at the school.

Instruction is being given this year

in enlarged and re-equipped refrigeration and electrical laboratories and shops in the Coleman Institute building. Practical installation and service instruction is given on all major types of Blend-Air conditioning equipment.

Half of the five-day period is spent in laboratory and shop work. The other half is taken up by classroom instruction, sales clinics, and a factory tour.

Alderman Named Manager Of Fredericksburg Esso

G. Robert Alderman of Richmond, Va., has been named new manager of the Esso bottled gas office in Fredericksburg, Va., succeeding R. L. Bryant.

Formerly service supervisor for Virginia and West Virginia, Mr. Alderman was transferred from the Richmond Esso store March 1.

Mr. Bryant, the former manager, has returned to the Richmond office.

Retail Prices Lowered On Servel Refrigerators

Lower retail prices and wider distributive margins for Servel's 1955 gas refrigerators have been an-

nounced by John H. Wall, vice president and general manager of the company's home appliance division.

Suggested cash installed prices for the restyled refrigerator line will be approximately \$20 per model lower than the prices of corresponding Servel refrigerators on April 1, 1954.

The exclusive automatic ice-maker, introduced by Servel in 1953, will continue to be the most important sales feature of the company's refrigerators for 1955. Mr. Wall revealed that in 1954 Servel refrigerators equipped with the automatic ice-maker far outsold models that were not so equipped.

Ruud Water Heater Chosen For Home of Safety

An automatic gas water heater with solid aluminum tank that supplies two temperatures of hot water has been selected for the 1955 Cleveland Press Home of Safety.

Made by Ruud Manufacturing Co., the Alcoa alloy water heater incorporates the theme of safety in its modern design. It takes its place among a host of residential fixtures designed to make life safer and more convenient in this model Cleveland home.

The water heater's two-tempera-

ROLL IT ON AIR!

Made by the pioneer manufacturers . . . and the largest manufacturers . . . of LP cylinder trucks, M/W smooth-rolling hand trucks are today helping to streamline deliveries for LP gas and appliance dealers the country over.



MODEL 7325 (shown)

Standard Cylinder Truck available with 10 x 2.75 tires in two types.

Air Tires \$19.25
Semi-pneumatic 18.50

MODEL 7325-G

Equipped with 10 x 3.50 General tires having separate inner tubes. A popular model \$27.40



MODEL 900 — Designed for safe, smooth, easy handling of gas cylinders up to 30" in diameter and weighing up to 1000 lbs. Roller bearing wheels; 12" pneumatic tires \$50.00

SEND FOR FREE CATALOG

Moellenbrock & Wilke
WASHINGTON, MO.

LOOKING FOR THE
FASTEST, EASIEST
AND MOST
ECONOMICAL WAY
TO PROTECT VITAL
EQUIPMENT?

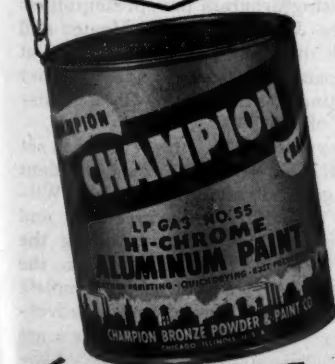


That's right, Champion "L.P. Gas Hi-Chrome Aluminum Paint #55" does the best job of maintaining and conserving vital equipment with an absolute minimum of labor and materials . . . a maximum in savings.

Time tested and quality proven, this custom-made paint brushes or sprays easily on all equipment . . . forms a tough, protective covering that withstands long, hard usage. Makes an almost indestructible coating on refill cylinders . . . conditioning them for the frequent, rugged handling they get.

Quick drying (5-10 minutes), Champion L.P. No. 55 Chrome lets you stencil and complete refill cylinders in less than one hour. And it has an exceptional covering capacity. With only 6 gallons of this custom-made paint, you can cover up to 200 standard cylinders—and it stands considerable more thinning down! Here's real economy!

Champion Bronze, Powder & Paint Co., Inc.
2101-2121 North Elston Avenue
Dept. BUTANE
Chicago 14, Illinois



Try Champion
—order 12 gallons today—you'll be convinced of its value. Champion's your best paint buy for maximum savings in both labor and material cost . . . and for economical, long-lasting service.

ture feature, developed by Ruud, provides high-efficiency 180° water needed to maintain 160° or higher tub temperatures in automatic clothes-washers and dish-washers. This extra hot water is piped direct to the automatic appliances and thus never comes in contact with the hands.

Tap-safe 125° water, as recommended by the National Safety Council, is automatically provided for bath, lavatory, and other general-use outlets from the same tank.

The Model A148-36 Ruud water heater was selected by the Cleveland Press, sponsor of the project, and the DiCarlo Mason & Building Co., which

is constructing the all-gas-equipped home opening May 28 in Lyndhurst Village, which is a suburb of Cleveland.

Other equipment which will be seen in the month-long period the home is open for public inspection will include a gas furnace, clothes dryer, automatic clothes washer, automatic dishwasher, and a disposal unit.

GAMA Reports Gas Range, Water Heater Shipments Up

Shipments of domestic gas ranges are still on the upswing with February's figures showing an increase for

the fourth month in a row, according to the Gas Appliance Manufacturers Association.

GAMA reported that during February 193,900 ranges were shipped, compared to 152,900 shipped during February, 1954. This is an increase of 26.8%.

Automatic gas water heater shipments for February hit an all-time high for that month with 218,500 units, a 24.9% increase over the 175,000 shipped during February, 1954. This also topped any monthly total since March, 1951.

Shipments of gas-fired warm air furnaces set a new high for the month of February with 46,100 units. It was an all-time record for that month. The 46,100 units shipped to dealers and distributors represented a 45.9% increase over the 31,600 shipped in the same month last year.

Magic Chef Inc. Begins Decentralization Plan

Magic Chef Inc. has begun an expansion and decentralization plan, according to President Cecil M. Dunn. Increasing product demand and expanding markets made the plan necessary, Mr. Dunn stated.

Magic Chef is selling its present administration building, as the need for it has been eliminated since regional offices were established in New York, Cleveland, Chicago, Cincinnati, Pittsburgh, St. Louis, Atlanta and Los Angeles. Negotiations are under way for a location in Philadelphia, and consideration is being given to establishments in the Southwest, Northwest and Inter-Mountain areas.

Sales Plans Announced At John Wood Meetings

Announcement was made of a complete spring sales promotion and advertising program to representatives of the John Wood Co.'s Heater and Tank division at a sales meeting at company headquarters. Another meeting was held at the Chicago district office.

Keynote of the conference was set by R. W. Simpson, vice president and general sales manager, and William T. Briggs, vice president and eastern sales manager. During the course of the three-day session, the sales force was shown a complete "package" of promotion and advertising materials for plumbers, gas companies and L. P. gas dealers handling the company's Merion and Penfield lines of automatic water heaters.

According to Mr. Briggs, the 1955 program offers the trade a strong, forceful selling theme, backed by all necessary promotional materials and advertising helps.

FOR YEAR-ROUND LP-GAS LOAD, *Sell These*

RANSOME PRODUCTS AND MARKETS

RANSOME Line	Uses	Prospects
 <p>Torches</p> <p>Furnaces</p>	<p>lead wiping melting out joints preheating soldering pipe bending sweating streamline fittings core drying singeing paint removal disinfecting poultry and hog sheds laying and shaping asphalt tile weed burning backfiring melting lead, babbitt, glue, paraffine, asphalt</p>	<p>plumbers pipefitters ranchers garages contractors sheet metal workers roofers machine shops factories asphalt tile layers foundries slaughter houses poultry men telephone companies painters public works departments oil fields electricians</p>
Heating systems for dryers and dehydrators	drying cotton, rice, fruit, etc.	cotton gins fruit and nut growers rice growers
Built-to-order standby plants	for original or supplemental gas supply	industrial plants municipalities schools

Cash in NOW with the Ransome line!
Write TODAY for prices, discounts, descriptive literature.

RANSOME COMPANY

Designing & Constructing Engineers

ROOM A5, 4030 HOLLIS ST.

EMERYVILLE, CALIFORNIA

Ransome

A COMPLETE LINE OF GAS BURNERS..



FURNACE

BOILER

FOR HOUSEHOLD HEATING

Whether for conversion or original equipment, Barber has a burner for every furnace or boiler, old or new.



WATER HEATER

INCINERATOR

FOR APPLIANCES

Barber burners are used by leaders in the appliance field. Our jets can convert burners from one type of gas to another.



STOCK TANK

BAKERY

FOR FARM AND COMMERCIAL

Barber burners are ideal for commercial heaters and ovens. A complete line of LP burners are available for on-the-spot conversion of farm and business heaters.

THE *Barber* GAS BURNER CO.

3703 SUPERIOR AVE.

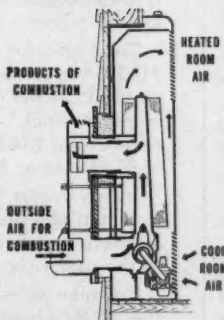
CLEVELAND 11, OHIO



PICK UP THAT HARD-TO-HEAT-ROOM PROFIT THE EASY WAY!



Heat without hazard! Saf-Aire burns gas in a ceramic lined chamber completely sealed from the room air being heated



"SAFETY-SEALED"

Heats one room
or an entire house

There's nothing like Saf-Aire for heating added rooms—hard-to-heat rooms—enclosed porches—garages—workshops—bathrooms—attic apartments—complete homes. Amazingly compact and styled to harmonize with any room decoration.

CLEANER, SAFER, EASIER TO INSTALL

- Uses only outside air for combustion—no stuffy rooms
- Easily installed through any type wall
- No chimney required—combustion products are vented to the outside, can't enter the room
- No ducts or electricity needed
- "Zone Controlled" warmth for every room
- Costs less to install and maintain
- Burns all gases, including L.P.
- Ceramic lined heat exchanger for long life



SEND FOR
LITERATURE

STEWART-WARNER

U. S. MACHINE DIVISION—Dept. AT-55, Lebanon, Indiana



C. J. Bender (right), president of Trinity Steel Co., Dallas, receives silver cup and congratulations from Peter A. Anderson, president of Cargo-Guard Co., Portland, Me., for the Trinity display at the East-Central LPGA convention.

Trinity Steel Co. Takes a First Prize

Trinity Steel Co. of Dallas scored a hit at the first annual East Central district Liquefied Petroleum Gas Association convention and exhibition with its display, a completely equipped scale model propane tank truck build to exactly $\frac{1}{2}$ the size of a 1700-gal. capacity truck. The model took first honors in the industrial division of the exhibit.

C. J. Bender, president of the company, accepted a silver loving cup presented by Peter A. Anderson, president of Cargo-Guard Co., Portland, Maine, a member of the exhibit awards committee.

The distributors and exhibitors attending the convention showed interest in the display. All parts of this working model were hand-made to exact specifications, including body, tank and accessory parts supplied by other companies. Everything functioned just as would be expected from a large commercial tank truck.

During the exhibition hours a simulated delivery was kept in constant operation. Colored water running through a transparent hose wound on a $\frac{1}{2}$ -scale electric hose reel made by Clifford B. Hanay & Son Inc., Westerlo, N. Y., was delivered into a 250-gal. tank mounted at the side of the truck. From there it was pumped by Viking model pump back into the tanks on the model to continue the circuit. Accessory equipment also included a scale model Neptune meter to record flow.

Suburban Propane Enters House Heating Field

The Suburban Propane Gas Corp. of Whippany, N. J., has entered the house heating field with announcement of new lower gas rates for central heating customers in New Jersey and southern New York.

The new rate reduces the price of Suburban's gas for home heating to a point where the cost of heating a home may be lower than the cost of heating with certain other types of automatic fuels, the company said.

A. R. Olson, vice president and general manager, said the management had delayed promotion of central home heating until the completion of additional storage facilities to assure an adequate fuel supply to meet the additional gas load. Several million gallons of LPG are now stored in an underground cavern ready to meet demands brought on by the peak heating months.

Coleman Co. Net Sales Again Exceed \$40 Million

For the third consecutive year net sales of the Coleman Co. have exceeded \$40 million, Sheldon Coleman, president, has announced in the 1954 annual report.

Total sales for the year ending Dec. 31, 1954, were \$41,792,695. Earnings were \$1,234,338 or \$2.92 per share of common stock. This compares with net sales of \$44,111,570 and earnings of \$1,764,441 or \$4.24 a share in 1953.

In his report to stockholders, Mr. Coleman said the company's financial strength had been greatly increased in the past year.

Coleman sales of civilian goods in the U. S. domestic market declined slightly less than 4% from the record high of the preceding year. Despite the overall drop, sales of the company's Blend-Air line of central heating and air conditioning showed a substantial increase. Gains also were recorded in sales of water heat-

ers, space heaters and heating units for mobile homes.

During the past year the company has made considerable progress in the field of product development with the result that more than 50 new and improved models of heating and air conditioning equipment will be introduced in 1955, Mr. Coleman said.

John Wood Operating Case Co. As Warehouse

Renovation of the W. A. Case Co. plant at Norristown, Pa., recently acquired by the John Wood Co., Conshohocken, is now complete, and the company is functioning as a warehouse, according to R. W. Simpson, John Wood vice president and general sales manager.

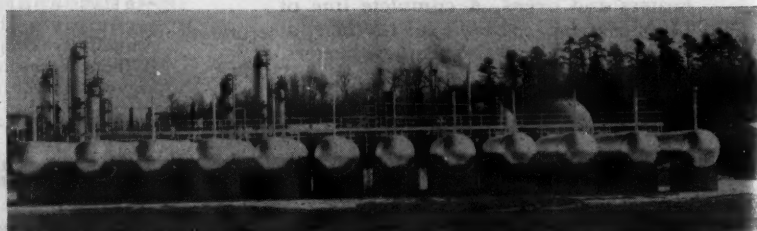
Facilities include a large one-story building of approximately 50,000 sq ft, sufficient to carry a full stock of Wood products for the over-all purpose of expediting shipments. Two railroad sidings plus loading platform which can handle four trailer trucks simultaneously help the company move merchandise rapidly.

Roney Designs, Installs Mississippi AA Storage

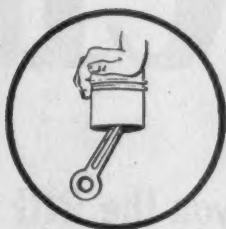
Roney Inc. has recently designed, fabricated, and installed a 360,000-gal. wc storage plant for anhydrous ammonia at Yazoo City, Miss., for the Mississippi Chemical Corp.

The plant contains 12 30,000-gal. tanks, each 9 ft in diameter by 67 ft in length, and with a working pressure of 250 psi. The piping manifold assembly was designed by Roney so that the tanks can be loaded or unloaded in groups of three, six, nine, twelve, or individually, as required.

All rotary gauges, excess flow valves, and other fittings used were designed so that the plant may be used for ammonia or LPG storage. It is probable that part of the plant will be used for LPG storage during certain seasons of the year.



New bulk plant recently installed for Mississippi Chemical Corp., Yazoo City, Miss., by Roney Inc. The plant, installed for anhydrous ammonia, was designed so that it could be used for LPG storage also.



Butane-Propane

POWER SECTION

INSTALLATION • CARBURETION • SERVICING



LPG tractor hauls a potato-digging machine on a Butte valley farm near Klamath Falls, Ore. Cooperation between LPG dealer and farm implement firm helped stimulate conversion of tractors to L. P. gas.

(For a story about increased tractor and fuel sales through dealer-equipment firm co-operation, turn to page 171.)

ALL-TRUCK BUILT to save you the BIG money!



There's this vital difference between INTERNATIONAL and other trucks:

Of the 5 leading makes, only INTERNATIONAL builds a complete line of models that are *all-truck* . . . with no automobile parts asked to do a truck job.

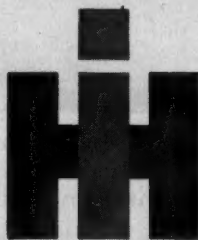
This means that INTERNATIONALS, with all their comfort and ease of handling, are engineered and built to give you a longer lifetime of more constant service . . . with less time *off* the job, more time *on* the job, and fewer repair bills along the way. They save you the *big* money . . . the operation and maintenance money.

The proof is in the records of cost-conscious operators . . . and in sales records, too. INTERNATIONAL has led in heavy-duty sales for 23 straight years . . . in "6-wheel" sales 20 straight years . . . in "multi-stop" sales 17 straight years!

Let your INTERNATIONAL Dealer or Branch give you complete facts on the right truck for your job . . . all-truck built to save you the BIG money.

INTERNATIONAL HARVESTER COMPANY • CHICAGO

INTERNATIONAL® TRUCKS



**All-Truck built
to save you
the BIG money!**

International Harvester Builds McCORMICK® Farm Equipment and FARMALL® Tractors . . . Motor Trucks . . . Industrial Power . . . Refrigerators and Freezers

Top TV comedy! Ronald Colman and Benita Hume in "The Halls of Ivy," CBS-TV, Tuesdays, 8:30 p.m., EST



Bill Steppe of Klamath Gas Co. and John Quigly inspect a tractor equipped with L. P. gas carburetion. Tractor is being used in a potato farming operation.

Klamath Gas and Quigly Farm Implement joined forces in 1951 to stimulate a movement which has resulted in more than 100 tractor and several combine conversions in the agricultural area around Klamath Falls, Ore.



Klamath Gas Manager Bill Steppe refuels a 500-gal. field tank. Cooperation between LPG company and farm implement company resulted in increased sales of both tractors and fuel.

Cooperation Between LPG And Implement Firms Doubles Tractor Sales And Boosts L. P. gas Load

AS the result of close cooperation in the sale of propane for tractor fuel, Klamath Gas Co. has come close to balancing its winter-summer load, and Quigly Farm Implement Co. has doubled its tractor sales over the past three years.

Bill Steppe is manager of the eight-year-old Klamath Gas Co. of Klamath Falls, Ore., and John Quigly, until recently the Case Tractor dealer in the area, has a farm equipment business specializing in the sale of used tractors. They are fast friends and are frequently seen together educating a local farmer to the advantages of propane as a tractor fuel. As

a direct result of their combined efforts, more than 100 tractors and several combines in the area now operate on LPG. Both admit that if it hadn't been for the other's cooperation, the rich agricultural area around Klamath Falls would still be predominantly gasoline territory. By pooling their knowledge of tractors and fuel, Messrs. Steppe and Quigly have built a reputation for being experts on the subject of tractor power.

The conversion movement got under way late in 1951. At that time almost everyone in the area was unfamiliar with propane as a tractor fuel. The idea that propane might be

dangerous to use had been spread by the gasoline dealers, and people had put too much stock in stories they had heard about users in other parts of the country being injured by LPG explosions.

Mr. Quigly had a great deal of faith in propane and felt that, because of the adverse feeling toward it in this particular area, he would have little competition in pushing propane conversions. Klamath Gas agreed to service all farms that converted to LPG and the movement was under way.

The first sale was to a farmer in the nearby Poe valley. Prejudice

against propane in his neighborhood ran high, but favorable reports from a brother who had been operating LPG equipment in the San Joaquin valley of California convinced him that it was worth looking into. When Mr. Quigly agreed to return the entire cost of the conversion should it prove unsatisfactory, the sale was made. (See BPN, April, 1955, page 139.)

Results from this first conversion were better than anyone, including Mr. Quigly, had anticipated. Propane, which sells in the area for 5 cents per

"pressure" was synonymous with accidents—and his competition didn't slacken its propaganda campaign. Prospects still edged toward the door when the subject of LPG conversions was brought up. Favorable reports from farmers who had already converted began spreading, however, and distrust of LPG began to wane. Mr. Quigly kept a list of satisfied customers throughout the area, and after talking with a doubting prospect, would mention the names of some of these and suggest that they be contacted for unbiased opinions. The idea

ing included conversion to LPG, using factory kits on all jobs for which these were available. To overcome sales resistance, Mr. Quigly offered to refund \$140 and convert the tractor to gasoline if at the end of the season the purchaser wished to do so. To date every one of these converted rebuilt tractors is doing a satisfactory job, and there have been no requests to change them to gasoline.

With every conversion sold went plenty of free service, instructions in refueling procedure, and suggestions for increased power and economy. Don Deitrich, a Klamath Gas employee who had attended the factory school of Ensign Carburetor Co., was on hand to adjust equipment whenever necessary. Messrs. Steppe and Quigly were both on call to aid the farmer in any way they could.

Exploded Claim

Salesmen in competing lines used as one of their strongest arguments against propane the claim that the necessary tank, pump, and other equipment would cost in the neighborhood of \$500 to \$600. Klamath Gas exploded this claim by arranging to rent 500-gal. tanks for \$40 per year. These are mounted on skids or wheels and can be towed from place to place by tractor. Maintenance costs, such as repainting and valve upkeep, are borne by the gas company. On their rounds to refuel these tanks, Klamath Gas trucks are frequently hailed by farmers in the fields. Drivers oblige by refueling tractors directly from the trucks, thus saving the trip back to their field tank.

The problem of running out of gas in the field was another point used by the competition to hold down enthusiasm for LPG. Stories of how tractors might sit where they stopped until the gas company tanker could be dispatched from town were circulated by the gasoline people. To counteract the effect of these, Messrs. Quigly and Steppe put their heads together and came up with the idea of equipping each tractor with a 1½-gal. emergency tank, to be cut into the system only when necessary. This gallon and a half proved sufficient to get the farmer back to his 500-gal. supply. The idea went over big with the farmers, and sales of converted tractors continued to rise.

Another shot-in-the-arm to sales was administered when Klamath



Potato raising operation on Butte valley farm near Klamath Falls. LPG tractor at right pulls machine which digs potatoes and piles them in a row on ground. Machine at left scoops them up, separates potatoes from dirt and rocks, and loads them into a truck.

gal. less than gasoline, powered the tractor just as many hours. Because of increased power, many operations which had previously required second gear were now accomplished in third. Lugging power was considerably increased, and carbon formation was completely eliminated. This tractor was frequently used for long periods of time at idling speeds. When operating on gasoline, the engine had its share of valve trouble which is common when gasoline is used. After the conversion, no more valve failures were experienced. Neighbors, at first reluctant to recognize these advantages, soon began inquiring about converting their own units, and the line on Mr. Quigly's sales chart began to climb.

He began to order factory-equipped LPG tractors to place in his showroom beside the second-hand models he had converted. Fear of propane was still voiced—the word

worked and his customers became his most effective salesmen.

In the early stages of the conversion movement, Mr. Quigly made a regular practice of agreeing to refund the entire cost of the conversion and reinstall the customer's gasoline equipment at the end of the season if for any reason the LPG installation had not come up to expectations. He was taking a chance with this money-back guarantee, but his faith in the results was well founded and to date not one conversion has been returned.

Change In Policy

This experience led to a change in used-tractor policy which proved to be very advantageous to both Mr. Quigly and Klamath Gas. All used units of modern vintage were completely reconditioned before being offered for sale, and the recondition-

Gas offered to reduce the domestic LPG rate when tractors were converted to propane use. Regardless of how little fuel was used by the tractors, gas for heating and cooking in the farmer's home cost him considerably less.

Most of the conversions in the Klamath Falls area use Ensign equipment. Mr. Quigly readily admits that there are several other excellent conversion systems on the market, but in order to simplify his spare parts business and service problems, decided to use those of only one manufacturer.

Compression ratios are increased wherever possible and fall in the range from 5-to-1 to 8-to-1. Magnetos are timed earlier and rpm stepped up 300. Open exhausts replace the manifold and muffler, and the intake system is revised to provide cooler intake air. Owners of many of the tractors estimate the resulting increase in power at about 20%. The L.P. gas carburetor is correctly set for the area (over 4000-ft altitude). Black puffs of unburned fuel, so common with tractors when gasoline fuel was used, are gone now.

The finest LPG equipment will not make a good power unit out of a tractor with a worn-out engine. Mr. Quigly has made it a practice to rebuild the engines of incoming tractors whenever advisable before converting them and placing them on the lot for sale. The experience of other less forward-looking dealers has shown that the sale of one carelessly converted tractor can undo the good, public relations-wise, accomplished by a dozen good conversions.

Three-Year Guarantee

Mr. Quigly believes that it would be safe to guarantee conversions on new or rebuilt tractors for as much as three years against major overhauls. In his area an average season represents perhaps 800 hours, so the guarantee period he would be willing to stand behind would be 2400 hours. He also states (and this is one of his sales points to prospects) that if records were carefully kept of a new diesel and a new propane tractor of comparable size, both doing the same type of work over the same number of hours, the propane-powered unit would have cost about 50% less at the end of a few seasons of operation. This calculation takes into

consideration initial costs, fuel costs, and maintenance costs.

Results from LPG conversions have been most spectacular where long periods of operation at constant slow or medium speeds have been involved. Combines, running day in and day out at slow, steady speeds, have very effectively demonstrated the advantages of LPG use. The absence of carbon and sludge allows smooth power in pulling. Engines stay "sweet" using L.P. gas. Tractors used for sprinkling and general irrigation pumping, often running for 20 and 30 days at a stretch without



Assistant Plant Manager Monty Montgomery points out 500-gal. tank like those used in the fields for tractor refueling. Klamath Gas rents these tanks for \$40 a year.

being shut down, also have pointed up the benefits to be had from propane. No valves have to be ground or carbon deposits removed.

Mr. Quigly relates the story of one good customer he almost lost. Back in the gasoline days, a farmer had Mr. Quigly overhaul a big Case tractor in preparation for a tough sprinkling job. Among other repairs, the valves were carefully ground, and the tractor was run for 20 days without being turned off. It was shut down at this time because the valves had become badly burned from prolonged, slow running. The irate farmer brought the tractor in and Mr. Quigly promised to make right anything in which he'd been at fault. After talking to the farmer about the type of work the tractor had been doing, he recommended an LPG conversion. The farmer agreed to try one, and while the same type of work has been done, the tractor has had no valve trouble since.

The problem of fuel theft is an

other that has been eliminated by the use of LPG. Farmers used to report that, because of the large number of transient workers hired at various seasons, gasoline often disappeared from tanks in the fields. These were a convenient refueling source for the automobiles of workers, and occasionally gasoline was even drained directly from the tractor tanks. Since the switch to propane these farmers report that there has been no theft of fuel whatsoever.

Another unexpected benefit resulting from the LPG conversions has been the elimination of fires in the barley fields. In the past, exhaust systems of gasoline-operated tractors occasionally loaded up with carbon deposits which let loose and showered sparks into the dry chaff and straw on the fields. The resulting fires at times caused many lost hours, and consumed valuable crops.

Converted Truck Helps

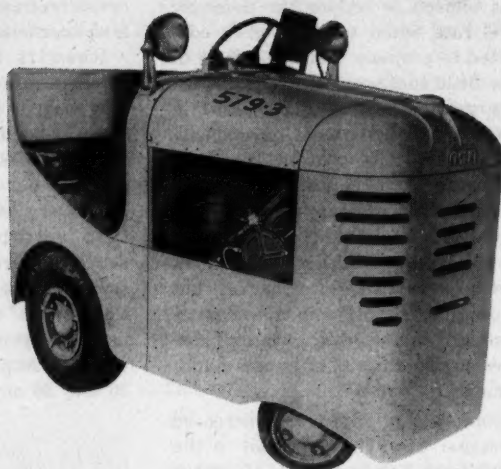
Many of the trips to prospects' farms are made by Messrs. Steppe and Quigly in the gas company's Chevrolet pick-up truck. This was converted to LPG when new and has gone well over 100,000 miles. It burns no oil, has had no valve grinding, and still has the original piston rings. These facts are pointed out as the men explain the advantages of LPG to the prospect, and provide good sales points.

Klamath Gas has 30,000-gal. storage facilities at Klamath Falls and a 13,000-gal. tank at nearby Tulelake. This latter is a one-man branch and services farms in its immediate area.

Bill Steppe considers that if the combined efforts of himself and Mr. Quigly continue to produce the results in conversion sales that have been realized over the past three years, additional storage facilities will be required before long. Mr. Steppe gives much credit to the industrial department of their propane supplier, Calor Gas Co., for guidance in the initial planning for industrial and tractor development. Calor's industrial representative, F. W. Commins, is often seen with Bill Steppe discussing an application of L.P. gas with a prospective user. Mr. Steppe says "using the L.P. gas user," hard work and engineering services provided by the supplier account for the success in building industrial and tractor fuel loads. ■



Tests conducted by Douglas Aircraft reveal a saving of \$0.085 per engine hour on fork lift trucks and \$0.061 per engine hour on industrial tugs. Results of tests lead to the conversion.



Under-seat fuel supply is a feature of this small industrial tug, which is part of the fleet of 103 units being converted to L. P. gas at Douglas Aircraft Co., Santa Monica, Calif.

Douglas Aircraft Converts 103 Transportation Units to LPG

AFTER making an exhaustive test, which proved that there is a big difference in fuel cost per engine hour and maintenance cost per hour between propane and gasoline, Douglas Aircraft Co., Santa Monica, Calif., is converting its 103 internal transportation units to propane. The tests* furnished conclusive proof that the conversion of the units of various types and sizes will pay for itself within a two-year period from savings, estimated at \$9560 per year, resulting from the change.

Because there was no available performance data on fork lift trucks and other internal plant equipment operating on propane, such as has been available for some time on over-the-road equipment, Douglas Aircraft made its test, starting on Oct. 10, 1953, and continuing until March 13, 1954. In addition to discovering a big difference in fuel and maintenance costs, it found that there is a saving resulting from longer engine

life and less frequent overhauls.

Prior to the start of the tests, which were conducted under the supervision of A. N. Kinzer, Douglas Aircraft surveyed the market for a supplier who could furnish L. P. gas, a dispensing unit, and facilities for con-

verting the engines in the test units to propane. American Liquid Gas Corp., Los Angeles, was selected.

Equipment selected for the test consisted of four Clark industrial tugs and two Yale fork lift trucks. Half of the units were to be converted

Table 1 — Industrial Tugs

Items	Propane	Gasoline
Gallons of fuel per engine hour.....	0.471	0.485
Fuel cost per engine hour.....	\$0.033	\$0.086
Fuel and combustion system maintenance cost per engine hour.....	\$0.007	\$0.015
Total cost per engine hour.....	\$0.040	\$0.101
Saving per engine hour.....	\$0.061	—

Table 2 — Fork Lift Trucks

Items	Propane	Gasoline
Gallons of fuel per engine hour.....	1.046	0.776
Fuel cost per engine hour.....	\$0.073	\$0.138
Fuel and combustion system maintenance cost per engine hour.....	\$0.010	\$0.030
Total cost per engine hour.....	\$0.083	\$0.168
Saving per engine hour.....	\$0.085	—

*Complete copies of the Douglas Aircraft Co. test report are available from American Liquid Gas Corp.



expands its line of LP-Gas fuel systems

**NOW IN PRODUCTION WITH FACTORY-ENGINEERED APPLICATIONS FOR MANY
MODELS OF CHEVROLET TAXI CABS AND TRUCKS—PLYMOUTH TAXI CABS AND
TRUCKS—DODGE TRUCKS—BRIGGS AND STRATTON ENGINES—LIFT TRUCKS—
INDUSTRIAL ENGINES—GMC TRUCKS—INTERNATIONAL HARVESTER TRUCKS**
—additional units under development—

The enthusiastic response, that resulted from Zenith's entry into the Liquid Petroleum Gas field has necessitated an accelerated engineering and manufacturing program to meet the demand for a wider range of LP Gas systems.

This program is now well under way and, in addition to the units listed above, other factory adjusted and calibrated LP Gas Fuel Systems will be made available at an early date.

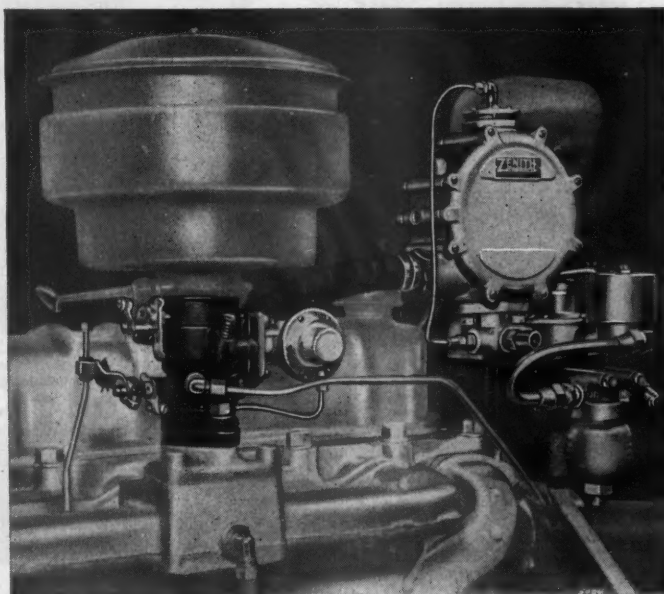
These installations are engineered for fast, simple application and comprise a compact grouping of the essential equipment for a good running job.

Zenith's factory-engineered installations eliminate the guesswork of how to make an installation and the hazard and unsightliness of miscellaneous plumbing under the hood.

If the Zenith* units now available do not cover your specific needs, let us know your requirements as it is altogether possible that the specific unit you require will be available shortly.

Remember, Zenith LP Gas Fuel Systems benefit from the uniformity of volume-production methods, nation-wide service facilities and the highest engineering standards. They are available through Authorized Zenith Carburetor Distributors. Complete information and prices can be obtained from your nearest distributor, or write the factory direct.

*REG. U.S. PAT. OFF.



ZENITH'S EXCLUSIVE PRODUCT FEATURES—
New carburetors for both straight LP and for LP gasoline installations.

A carefully engineered fuel control with simple responsive fuel supply for full load, power and economy in part throttle range. Can have fixed orifices or an adjustment if desired.

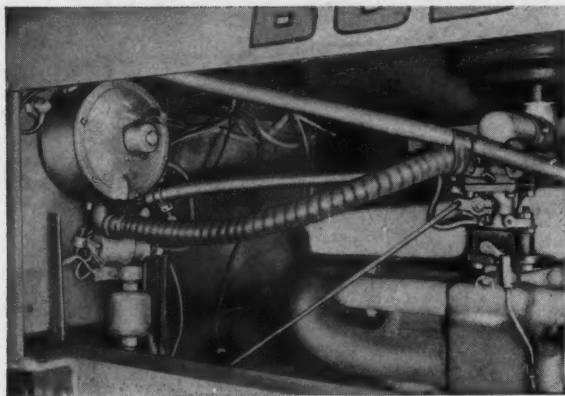
ZENITH'S EXCLUSIVE SALES ADVANTAGES—
Over 40 years' specialized experience in carburetion. Unmatched engineering and production facilities. Nation-wide service organization.

ZENITH CARBURETOR DIVISION OF

696 Hart Avenue, Detroit 14, Michigan

Export Sales: Bendix International Division, 205 East 42nd St., New York 17, N. Y.





Engine room is at a premium on fork lift trucks. Here converter is installed in close proximity to the carburetor.

PERFORMANCE

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Individually Designed
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- STARTS INSTANTLY** upon installation.
- GIVES INSTANT POWER**—no choking or fluttering.
- IDLES PERFECTLY.**
- BALANCES POWER** of each cylinder.
- NO MULTIPLE ADJUSTMENTS**—tune up only.
- PERFORMS AT ALL** speeds to pre-set perfection.

CENTURY GAS EQUIPMENT CO.
11188 Long Beach Boulevard, Lynwood, California

Easy Starting! Perfect Idling! Economy!

for and operated on propane, and the remainder were to operate on gasoline.

An attempt was made to select units for the test with engines recently overhauled or new engines recently installed. All units were supplied with new sets of spark plugs, fresh oil, and new oil filters.

To test and compare the results of two different fuels, it was decided to collect data on: 1. fuel consumed; 2. oil and filter change; 3. oil consumed (added); 4. fuel and combustion system maintenance repairs, and 5. amount of actual engine operation.

Engine hour meters provided an accurate basis for measuring the actual amount of engine operation regardless of whether the unit was moving or not, and readings were taken daily.

As a precaution against the human element in decisions regarding oil and filter changes, the fuel and combustion system maintenance, Faber Laboratories was engaged to conduct laboratory tests on specimens of crankcase oil for each test unit. Specimens were collected and sent to the lab for approximately every 75 hours of engine operation. The report was to indicate: 1. dilution of oil by the fuel; 2. volume of solids and amount of sludging; 3. contamination by foreign matter; 4. efficiency of engine operation, and 5. viscosity of the oil. The laboratory made recommendations regarding oil and filter changes, fuel system maintenance, and combustion system maintenance.

As of May 7, 1954, the test was still being continued, but for the purpose of an early evaluation of results, the cut-off date was set at March 13, 1954, and data collected was summarized. As of May 7 only one of the three propane-operated units had required an oil change and this was due to a timing problem resulting in the engine becoming fouled. The test was continued to determine how long the original oil could be used in the other two propane-operated units.

The following data taken from actual records indicate the oil life with propane operation. As of Jan. 13, 1955, one Clark fork lift truck had operated 2693 engine hours without an oil change, and as of Jan. 27, one propane-fueled tug had operated 3031 engine hours without an oil change. Each unit required only a minimum

these leading manufacturers use

ALGAS

LP-GAS EQUIPMENT

Here's a symbol of acceptance! For every application... for every engine requirement, ALGAS LP-Gas Carburetion Equipment has been chosen again and again by leading manufacturers whose standards of quality and performance are exceptionally high.

For each such application, ALGAS equipment has been precisely engineered to meet the most exact specifications. It has been performance tested under the toughest conditions to make sure that it would stand the gaff.

Time after time ALGAS equipment has been tested against competitive equipment, and time after time it has been first. First in performance...first in economy...first in durability. That's why you'll find more and more leading manufacturers like these selecting ALGAS, the only complete line.

8 IMPORTANT REASONS FOR ALGAS PREFERENCE

1. Engineered to meet factory specifications
2. Performance that is tops, under all conditions
3. Fast starting, smooth, trouble-free operation
4. Corrosion-resistant parts and coils
5. Simplicity of installation and maintenance
6. Dependability year after year
7. Specifications that meet every requirement
8. Built in conformance with National Board of Fire Underwriters and Insurance Codes
...approved by Underwriters' Laboratories

Write or wire today for complete information
regarding the ALGAS equipment you need

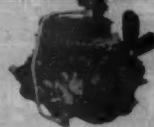
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TWIN COACH BUSES



DART TRUCKS



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REO MOTORS, INC.



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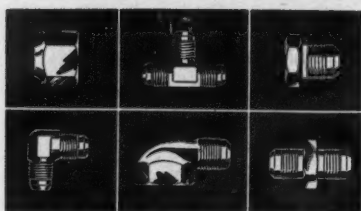


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MADDEN FITTINGS for QUALITY plus Quick Delivery

Precision machined from best materials available . . . designed for trouble-free service and easy installation. A wide variety of stock sizes available for prompt shipments. Stocks include forged flare nuts, forged and cast shapes, as well as rod stock flare nuts and straights. All this plus immediate delivery means Madden Brass Fittings are your best buy.

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CLEANER!
SMOOTHER!
ECONOMICAL!

CLEANER! Rectorseal doesn't stain hands, clothes, customers' premises. Easily and quickly removed with lacquer thinner.

SMOOTHER! Finely ground and homogenized Rectorseal is free of foreign matter. It does not settle out.

ECONOMICAL! There's no waste. Original consistency is restored by Rectorseal thinner or any good grade of lacquer thinner.

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Colo-Rite TOBACCO CURER

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**Saves Time and
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Colo-Rite, with a unique gas-fired, 2-ring burner, offers you the modern way of curing tobacco. Experience has proved that all burners can be used and thermostatically controlled throughout the coloring period. Low initial cost. Easy installation. Economical operation. Increase your tobacco profits with the most versatile curer on the market—Colo-Rite.

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GREENVILLE, ALABAMA

**Saves up to
1/2 hour
moving each appliance**



Ideal for moving:

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YEATS patented strap ratchet grips appliances vise-tight without marring in 30 seconds or less! This on-a-flash loading plus on-a-dime wheel pivoting and light weight, aluminum alloy construction save costly labor time on every appliance delivery. You'll find a YEATS dolly more than pays for itself.

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amount of additional oil to maintain peak performance. During 1954, new points were installed only four times and no new spark plugs had been installed on either of the units.

On another tug, which had 1415 engine hours at the time it was selected for the test, new spark plugs were installed at the beginning of the test and, as of Jan. 1, it had operated 4300 engine hours without changing plugs. It has been estimated that one engine hour of operation is equal to from 30 to 40 miles of road travel.

A comparison of the amount of oil consumed and changed indicated that only 27 quarts were used in the propane units as compared to 103 quarts in the gasoline units. A brief summary of the test results is shown in Tables 1 and 2.

Projecting these savings to an annual basis, a saving of \$9560 per year for the 103 units was indicated, based on fuel, fuel system maintenance, and combustion system maintenance cost reductions only.

"Published data," declares K. W. Coghill, superintendent of internal and over-the-road transportation equipment, "regarding the use of propane instead of gasoline in automotive units indicated twice the time between major overhauls and twice the engine life.

"Since internal transportation equipment operates considerably more with the engine idling than does automotive equipment, the engine of an internal transportation unit is subjected to a greater extent to the resultant bad effects of idling and the correspondingly higher maintenance costs. With propane as a fuel, a greater reduction in overhaul and engine replacement costs than that indicated above could reasonably be expected; however, the same 50% reduction figure was used to calculate the expected savings."

In making the conversions for Douglas, Algas engineers are using both the spud-in and L. P. gas carburetor systems, depending on the equipment. With spud-in conversions, the existing gasoline carburetor is used, while in the other type it is replaced by an L. P. gas carburetor.

In order to supply fuel for the converted fleet of 103 units, Douglas has installed a 450-ft pipeline from its L. P. gas stand-by storage tank to the garage service station so that both gasoline and propane can be dispensed by one attendant.

LP-GAS TRACTORS PERFORM THEIR BEST ON

ENSIGN

CARBURETION



Whether you're a tractor manufacturer, a tractor or LP-Gas dealer or a farmer wishing to use LP-Gas as a tractor fuel, here are 8 reasons why you should choose ENSIGN:

(1) With ENSIGN carburetion the engine starts easily. (2) Runs smoothly and economically. (3) Stays in adjustment. (4) Is built well to rigid standards and lasts for years. (5) Is easy to service. (6) When it needs repair, parts are readily available for even very old models. (7) Costs no more. (8) ENSIGN is the popular choice everywhere.

Examine any of the leading LP-Gas tractors shown below. They all come equipped with engines specially designed for LP-Gas and with ENSIGN LP-Gas carburetion.

To convert gasoline tractors to LP-Gas, ENSIGN offers a complete assembly for every make and model of tractor.

Check with any ENSIGN dealer or with us direct for information and prices.

ENSIGN CARBURETOR COMPANY

7010 SOUTH ALAMEDA ST., P. O. BOX 229, HUNTINGTON PARK, CALIF.

Branch Factory: 2330 West 58th Street, Chicago 36, Illinois

THESE LEADING LP-GAS TRACTORS ARE FACTORY EQUIPPED WITH ENSIGN



FROM halfway across the United States Ed Blank called the sales manager of a Los Angeles LPG carburetor factory to complain that one of his carburetors was giving trouble. The sales manager listened patiently while Ed related the symptoms: the engine started all right, and ran pretty well until it got warmed up, then it just died, and nothing would start it again until it cooled off.

"Are you sure it starts all right?" asked the sales manager.

"Yes, it starts, and runs for a little while, and then it dies. We have

wasted four hours trying to find out why."

"Is it getting gas?"

"Yes, we checked that. There's a full flow right up to the regulator,

and when we hold the primer open it comes through like a whirlwind."

"And you still think the trouble is the carburetor?"

"It must be. We have checked everything else."

"Did you follow our instructions on the installation?"

"Everything right to the letter."

"Have you read all of the instruction book?"

"Of course."

"Do you have a copy handy?"

"Right here on my desk."

"Turn to page 8. That's headed 'Trouble Shooting.' It is there to help you out in cases like this. The first sentence reads, 'Ninety-five per cent of the alleged carburetor trouble in LPG systems is not carburetor trouble at all. It is in the ignition system.'"

"The ignition system is all right. The engine starts and runs for a little while, doesn't it?"

"Down near the bottom of the page there's a little headline that says, 'Engine dies when hot.' Had you seen that?"

"To tell you the truth, I'd forgotten about the trouble-shooting section."

"Read what it says: 'Check coil and condenser at operating temperature.' Did you do that?"

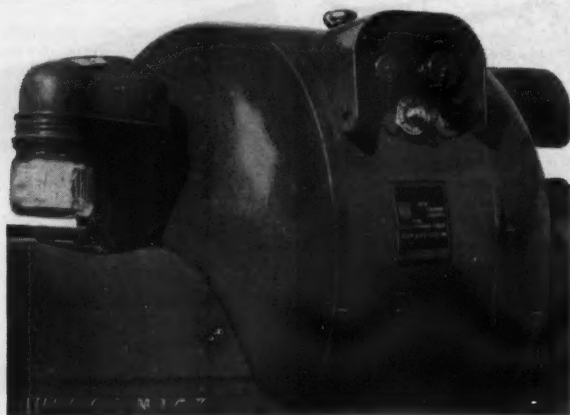
"No. But I will."

"OK. By the way, you are paying for this phone call. That's a pretty expensive way to find out that what you want to know is right in the instruction book."

"How come you are so sure that this trouble is in the coil or condenser?"

"Go check them, and let me know if the book isn't right. We have to know the answers to combat the natural instinct of all you mechanics to blame the carburetor every time anything goes wrong anywhere in the engine."

Ordinarily the dealer never bothers to report back after one of these trouble cases is cleared up. But this time Ed send a post card. It read "Help yourself to a drink on me. The trouble was the coil. It faded right out when it got warm. We wasted four hours looking for the trouble in the fuel system. The phone call cost \$8.40. Much obliged. Ed."

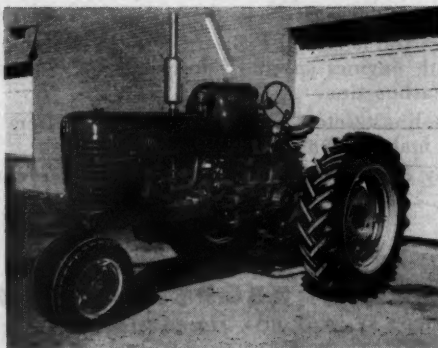


WESTERN TANKS
are now factory equipment on
Farmall '400' LP gas tractors!

The selection of Western, by International Harvester, to manufacture tanks for the new Farmall "400" L. P. Gas tractor emphasizes the success of Western's policy of building custom designed tanks that combine attractive appearance and a perfect fit.

When you need tanks for converting your customer's tractors, remember Western tanks are furnished in appropriate colors, with factory design for quicker, easier installation, and larger capacity where possible.

The new Farmall "400" L. P. Gas Tractor, as it comes from the factory, equipped with a Western Tractor Tank.



POrter 5-9474

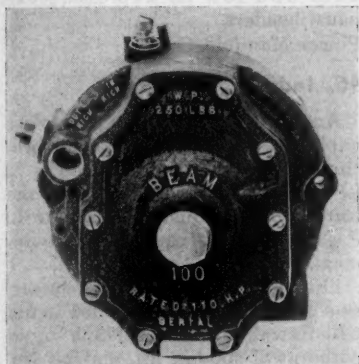
Box 1013

Lubbock, Texas

Power Products

To secure further information on these products, refer to coupon on page 105.

39. Regulator



A one-piece L.P. gas regulator, the Beam 100, is now in production at the Parkdale Co.

This unit eliminates bulky, separate mountings for primary and secondary regulators and spud-in housing blocks, and is entirely contained in one unit, weighing only 3½ lb.

The Beam 100 is designed specifically for air-cooled engines, industrial trucks and small stationary engines where sufficient fuel storage is available for continuous vaporization.

In addition to its one-piece advantage, the Beam 100 contains power and idle screw adjustments and offers positive shut-off without primers or chokes as starting aids.

The Parkdale Co.

40. Conversion Kit

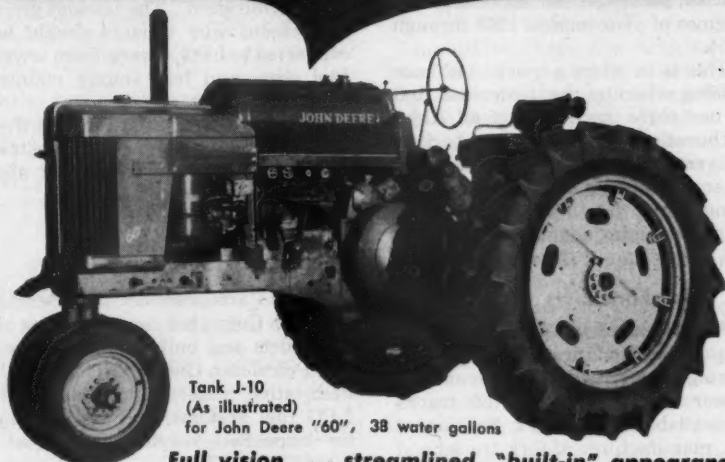
J&S Carburetor Co. has an L. P. gas conversion kit for 1954 and 1955 Y-block Ford V-8 cars and trucks. The kit features a carburetor bowl which has been factory-spudded for L. P. gas, so that the present carburetor on the vehicle can be rebuilt as a combination carburetor.

The J&S vaporizer mounts in a special casting which bolts on the engine behind the thermostat housing. There are two passages through the castings to allow water to circulate around the vaporizer and return to the engine. The casting also supports the filter and regulator.

Advantages claimed by the manufacturer for this design are the elimination of water hoses and mounting brackets, and speeding up of the conversion job.

J&S Carburetor Co.

Make YOUR conversions with "CUSTOM-BUILT" TRACTOR TANKS



Tank J-10
(As illustrated)
for John Deere "60", 38 water gallons

Full vision . . . streamlined, "built-in" appearance, conveniently placed valves — These customer satisfaction features are part of every Santa Fe tractor tank. Write for prices and specifications.

Santa Fe ENGINEERING & EQUIPMENT CO.



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HOW ABOUT SELLING J & S CARBURETION!

MAKE MONEY THREE WAYS —

- On LP gas conversion kits and tanks.
- On installation labor and tune-up.
- On increased gas sales during the summer months, when you need the business and the gas volume.

— Convert Trucks, Cars, Tractors, Engines —

BECOME A **J & S** DEALER TODAY

J & S. CARBURETOR COMPANY
P.O. BOX 10391 DALLAS, TEXAS
"TWENTY YEARS IN GAS CARBURETION"



41. Carburetor Booklet

American Liquid Gas Corp. has compiled a booklet of Algas carburetor recommendations covering truck, tractor, passenger car and industrial engines of year models 1949 through 1954.

This is in effect a quick reference catalog whereby the dealer can find in one place the details of all Algas carburetion equipment needed to convert any specific make and model of engine. Basic data on carburetor flanges, air horn connections and single to duplex adapters is included. *American Liquid Gas Corp.*

42. LPG Fork Lifts

A four-page, two-color brochure illustrating and describing the advantages of liquefied petroleum gas power for industrial fork lift trucks is available from Clark Equipment Co., manufacturer of fork trucks and other materials handling equipment.

Detailed line drawings explain construction of the Underwriters Laboratories approved L. P. gas system used on Clark's "Clipper," "Carloader," "Utilitrac" and "Yardlift" models. A two-color sketch illustrates the carburetion system. *Clark Equipment Co.*

43. Tractor Conversion

Ensign Carburetor Co. offers a brochure called "Make Tractor Operation Profitable With L. P. gas and Ensign Carburetion." The booklet gives six reasons why tractors should be converted to LPG, among them lower fuel costs and less engine maintenance.

The two-color booklet contains five photographs and numerous illustrations of carburetion equipment and tractors converted to L. P. gas. *Ensign Carburetion Co.*

44. LPG Carburetion

Zenith Carburetor division, Bendix Aviation Corp., has issued a series of pamphlets and bulletins on "Liquefied Petroleum Gas as Engine Fuel," descriptive material on the Zenith LPG fuel systems, and instructions for inspection, service, and adjustment.

*Zenith Carburetor division
Bendix Aviation Corp.*

45. Converting Engines

Power Manifold Co., specializing in high performance and high mileage automotive equipment, offers a number of related lines which are

useful in converting engines from gasoline to L. P. gas.

Included are "Power-thin" soft copper gaskets which provide higher compression ratio than the standard composite gaskets, streamlined dry gas fittings for use between the regulator and the carburetor, special cold manifolds with full-flow characteristics, and low back-pressure exhaust headers.

Power Manifold Co.

46. Industrial Trucks

American Liquid Gas Corp. has published a four-page, two-color brochure recounting the advantages of LPG-carburetion and discussing the conversion of industrial trucks to L. P. gas with Algas carburetion equipment.

Illustrated are three Algas conversion kits: kit No. LK-174 for liquid withdrawal, kit No. LK-173, a liquid withdrawal spud-in kit, and kit No. VK-170, a vapor withdrawal spud-in kit. The 1400 series LPG carburetor for use with kit No. LK-174 is also shown.

A comparison chart shows the difference between gasoline and L. P. gas operation.

American Liquid Gas Corp.

SEE US IN BOOTH 154 AT
THE NATIONAL L. P. G. A.
CONVENTION IN CHICAGO

DEALERS—
with



No need to hire trained personnel to service BEAM equipment. Your own employees can do the job.

A BEAM dealership is a trouble-free highly profitable operation for any L-P Gas dealer . . . Write for details today.

Write or phone for
information on how
you can profit from a
BEAM dealership.

Chapman 5-5791

BEAM PRODUCTS
ARE NATIONALLY ADVERTISED

BEAM . . . is compact—easy to install—no complicated parts or altering of gasoline carburetors.

BEAM . . . has just two simple adjustments to make installation easy. Quick, sure starting . . . and motor will run on gasoline again with the flick of a switch.

THE PARKDALE COMPANY

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REGULATORS
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FOR SALE: 1800 GALLON W.C. PORT- able Bottling Plant. Write Downen Furniture Store, West Frankfort, Illinois.

WANTED — MISCELLANEOUS

WANTED TO BUY: PROPANE DELIV- ery truck. 1200 gal. or larger, 1950 or later model. Send price, photo and description. Also need good used tank trailer, suitable for delivery of customer bulk tanks 500 and 1000 gal. Send photo and description. Bob Nelson's Hayfield Hardware Store, Hayfield, Minn.

WANTED: USED CYLINDERS IN GOOD condition. 20, 40, 60, 100 lbs. Not far from New Jersey. Will pay cash if reasonable. Sunset Sales, 190 W. 24th St., Bayonne, N. J.

WANTED: USED BUTANE OR PROPANE storage tanks 15,000 to 30,000 gallon capacity. State dimensions, W.P., age and location. Also propane transport wanted. Reply Box 540, BUTANE-PROPANE News, 198 S. Alvarado St., Los Angeles 57, Calif.

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LPG Can Solve Tramway Trials and Tribulations

Here is a reminder of a golden sales opportunity for those in the L. P. gas industry. Are you overlooking this potential market?

While the tramway transport titans are busy trying to figure out why the gross goes down every time the fare goes up and service is sliced, a few other problems have been overlooked.

For one thing, there's the case of the diesel buses. Confidentially, they stink. Perhaps they're the latest in hauling humans, however, must progress smell like that?

If the tramway insists on adding a diesel every time a tired old ve-

hicle dies, we think the DTC should do something nice and scientific about that awful odor. Or, maybe they should hand out gas masks with those inflated tokens.

It's tough enough trying to interpret the changing schedules without having to gulp the nausea left behind by those groaning diesels.

A bus customer forks over his dough for a ride, eventually gets to the vicinity of his destination and is left in the middle of a smelly smoke screen. It's like paying your money at the store and then having the grocer burp instead of saying thank you.

Reprinted in part from the Denver Post. Submitted by Jim Clausen, Blugas Co., Julesburg, Colo.

American Liquid Gas Opens Installation Dept.

A service and installation department has just been opened at 2045 Sacramento Street by American Liquid Gas Corp., Los Angeles, according to a recent announcement by Robert E. Barnes, vice president of the firm's carburetion division.

Realizing that L. P. gas is becoming increasingly popular as an engine fuel, American Liquid Gas opened this new department to provide reliable and better facilities for servicing the equipment.

The department, which was opened early in April, is adjacent to the company's main plant. It provides complete facilities for installation of new L. P. gas carburetion systems as well as extensive service to present users of LPG.

Parkdale Company To Give All Employees Vacation

The Parkdale Co., Los Angeles manufacturer of Beam LPG carburetion equipment will be closed for one week, July 9 through July 17. Employees will receive a paid vacation. Offices will be kept open.

Barnes To Conduct Summer Course In Carburetion

Robert E. Barnes, vice president of the Carburetion division of American Liquid Gas Corp., will be the instructor of a special class in carburetion to be held at the University of Florida summer school.

Tentative dates for the special class are June 7, 8, and 9. General group lectures will be held in the evenings and four laboratory sessions will be held in day classes. Engines will be available to permit students to make actual setups, installations, and adjustments necessary to obtain a working knowledge of internal combustion engines operating on L. P. gas.

Mr. Barnes has an extensive background in the general field of carburetion as well as the L. P. gas industry.

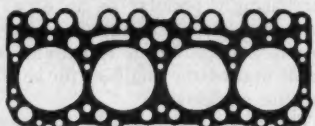
M.K. Carburetion Service Opened In Indio, Calif.

M.K. Carburetion Service has been opened in Indio, Calif., by Bob MacKenzie. The company will handle L. P. gas carburetion for ranchers and truckers in the Coachella valley area.

Mr. MacKenzie, well known in the LPG carburetion field, was formerly associated with Ellis Manifold Corp.

Four-Most Items for the LPG Industry

HI-COMPRESSION POWER-THIN HEAD GASKETS



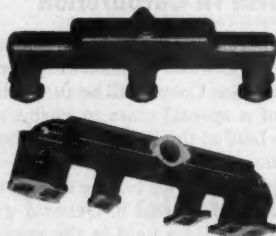
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